JANUARY 2, 1936

# Published Every Other Thursday

000 OF FRONT PAGE IMPORTANCE

COMPANY

FILE

The Nicholson File Company has now made it possible for you to offer your customers files which are far ahead in design, construction and

WORLD'S LARGEST MAKER OF FILES

performance.

Turn to page 11 of this magazine where you will find complete information about this new product of the world's largest maker of files.

> NICHOLSON FILE COMPANY Providence, R. I., U. S. A.



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E FOR EVERY PURPOS

# Are your sheet metal sales to industry profitable?



A few years ago, a prominent western lumber company encountered serious corrosion trouble. Resin and creosote vapors given off by the wood quickly corroded and caused early failure of the dryer doors and ducts.

There was but one thing to do—find an economical material that would resist corrosion—so they turned to Toncan Copper Molybdenum Iron—the alloy of refined open hearth iron, copper and molybdenum with the highest rust-resistance of any ferrous material in its price class.

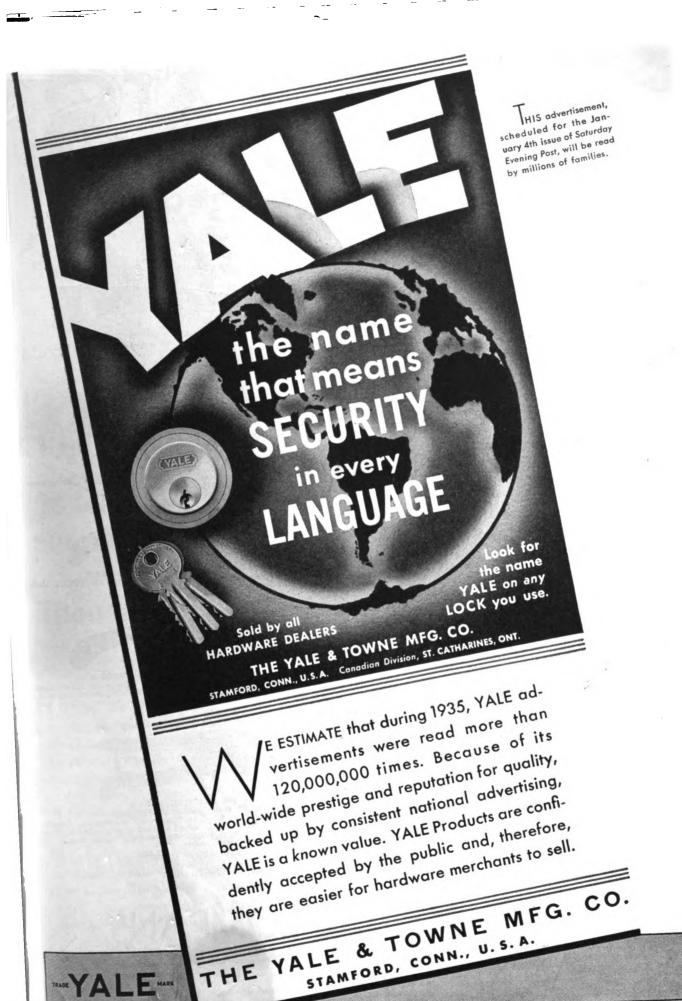
As has been the experience of thousands of users of Toncan Iron, they found that it lasted three to four times longer than the metal they had been using. In fact, they were so well pleased that they specified Toncan Iron outright for a new dryer recently installed.

That's how Toncan Iron builds good-will for supply houses that stock and recommend it—brings repeat business—and makes your sheet metal sales to industry profitable.





HARDWARE AGE



JANUARY 2, 1986

29 28 IAA 2013 XL

1032

# SILVER PRUNING SAWS

WHEN IT'S TIME TO ORDER PRUNING SAWS-IT'S TIME TO THINK OF ATKINS



No. 3 DUPLEX PRUNER

SILVER STEEL blade. Lightning tooth on one edge for coarse work; fine tooth on other edge for finer cutting. Seasoned apple wood handle.

(No. 2 same except Sheffield steel.)

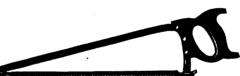
Length, inches 12 14 16 19



No. 9 TAPERED PRUNER

High grade steel frame ½" wide, 5/16" thick. Accommodates 20"
blade. Blade made of good quality Special Steel. Air dried beech
handle with extra large grip.

Length, inches
Price 20
\$20.15



No. 11 TAPERED PRUNER
Crucible steel frame ¾" wide, 3/16" thick. Blade adjustable to any angle. 8 points per inch. Seasoned beech handle, lacquered.

Length, inches 16 18 26
Price \$15.70 \$16.00 \$16.35 \$15.70 \$16.00 \$16.35



No. 46 TUTTLE TOOTH PRUNER
High grade Special Steel. Tuttle tooth pattern. Air dried beech handle,
Davey style. Roomy grip reinforced with dowel pin making it rigid.

Length, inches 20 24
Price \$19.46 \$23.06



No. 12 PARAGON PRUNER

Genuine SILVER STEEL blade. Concave edge toothed for fine cutting; opposite edge for coarse work. Blade 2½" wide at handle and 1" at point. New style handle.

Length, inches 12 14 12 14 12 15 15 16

12 14 16 18 20 22 \$11.20 \$11.70 \$12.15 \$12.50 \$12.80 \$13.20



No. 22 CURVED PRUNER

Same as No. 12 except toothed on one edge. SILVER STEEL blade with teeth on concave edge. Rip style teeth, 6 point. Roomy handle of lacquered beech.

Length, inches 12 14 12 14

12 14 16 18 20 22 \$11.20 \$11.70 \$12.15 \$12.50 \$12.80 \$18.20



No. 18 FOLDING PRUNER
SILVER STEEL blade, peg tooth. Folding handle enables user to cover tooth edge for carrying in pocket. Beech handle.

Length, inches 10 12 14
Price \$10.18 \$10.90 \$11.60



No. 120 CALIFORNIA CURVED PRUNER
Especially adapted for citrus pruning. Genuine SILVER STEEL blade
with extra fine temper. Lacquered beech handle.

Length, inches 12 14



No. 129 CALIFORNIA CURVED PRUNER
Similar to No. 120; blade wider and stiffer with more blunt point.
Blade is '4" wide at nose and 14" wide at handle. Reverse rip tooth.
Seasoned beech handle, lacquered. A favorite among citrus fruit

Length, inches Price 12 14 \$9.15 \$9.80



No. 100 PRUNING SHEAR
(Licensed under Patent No. 1831509)
Durable and compact. "Draw-in" or "Shear-cut" movement. Capacity
1½". Duro aluminum blade anvil. Broad knurled grip handle and finger
grip. Chrome plated; rust resisting. Spring steel handle lock..

Length, inches
8
Price
\$13.80

Order from your jobber. If he cannot supply you, write to us. Ask for Complete Pruning Saw Catalog.

# E. C. ATKINS AND COMPANY

Home Office and Factory, 410 South Illinois St., Indianapolis, Ind.

- BRANCHES -

Atlanta, Ga. Chicago, Ill. Memphis, Tenn.

New York, N. Y. New Orleans, La. Klamath Falls, Ore. San Francisco. Calif.

Portland, Ore. Seattle, Wash. Paris, France.



At least 25% of all Cream Separators in use should be replaced with NEW DE LAVALS

# Thousands of good dairymen need and want DE LAVAL MILKERS

It is conservatively estimated that at least 25% of all the cream separators in use today are wasting enough butterfat to pay for new De Lavals in a comparatively short time. The possibilities for the sale of new De Laval Separators are simply enormous. Dealers who will aggressively follow a systematic campaign of demonstrating new De Lavals are certain to get a substantial business.

Nor was there ever a time in the 58 years of De Laval's leadership when dealers had so much to get business with—the best and most complete line of separators in the world; the most liberal selling terms; the greatest prestige, backed by widespread advertising and sales helps.

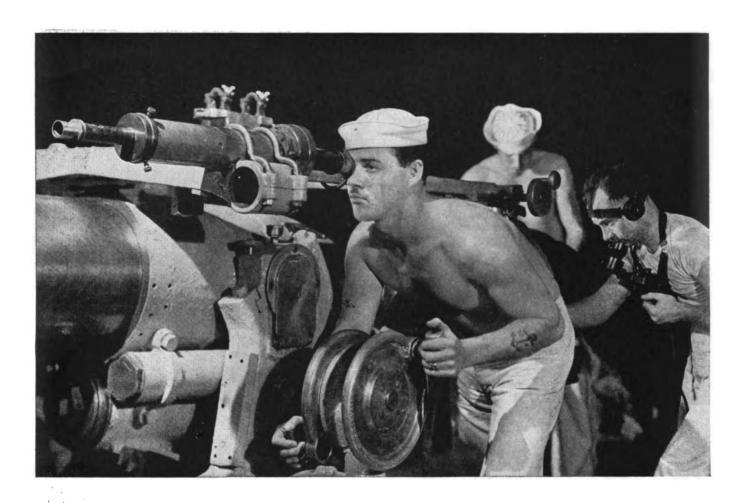
De Laval dealers also have splendid opportunities for the sale of De Laval Milkers. There are thousands of dairymen who need and want milkers and will buy them during the coming year.

De Laval Milkers, just as De Laval Separators, are literally in a class by themselves. Nothing can compare with them when it comes to fast, clean, efficient and economical milking of cows.

If you now have the De Laval Agency there never was a better time for selling De Laval machines. If you do not have the De Laval Agency and are interested, we shall be glad to have you get in touch with us. There is always room in the De Laval organization for more good, aggressive dealers. Write nearest office below.

# THE DE LAVAL SEPARATOR COMPANY

New York 165 Broadway Chicago 427 Randolph St San Francisco 61 Beale St.



# **CLEARED FOR ACTION!**

OBSTACLES ARE GONE! FRIGIDAIRE
HAS SET UP A CLEAR ROAD
TO SUCCESSFUL SELLING IN 1936.



● THE way is cleared. Frigidaire is on the movel Never before has there been such feverish activity because

never before has there been the powerful plan that is to carry Frigidaire to record heights in 1936.... New methods — dynamic, forceful, sure-fire ways to get business. ... A new product astonishing beyond every hope, new enthusiasm stimulated by the sensational nature of the 1936 selling program. It's a program that only Frigidaire could sponsor ... and only Frigidaire can fully take advantage of the enormous possibilities that will be opened by this spectacular selling plan. ... There are indications of the greatest, record-breaking year in Frigidaire history and Frigidaire is cleared for action! FRIGIDAIRE CORPORATION, DAYTON, OHIO.

You'll do better with Frigidaire in 1936!



No. BB 1460

Long, graceful ball bearing hinges of attractive Colonial design. Made in three lengths 18, 24, and 32 inches.

# **BUTT HINGES**



Wrought bronze ball bearing hinges for exterior doors. Beautiful in appearance, unaffected by weather, assure smooth, noiseless operation of

### ORNAMENTAL HINGES



No. 1565

In keeping with the modern trend in cabinets. Cabinet Hinges No. 1565 combine fine appearance with long, satis-factory wear.

### CORNER IRONS. MENDING AND T PLATES



A full line of these items in various sizes. Furnished in either plain steel or cadmium finish.

### STRAP AND T HINGES



No. 937 and 935

Made full gauge with close fitting joints and accurate countersinking. Corrugated for extra strength, packed in neat cartons with screws. Easily identified by their red tips.

### DOOR HOLDERS



No. 458 and No. 456

For use on doors of any weight on any kind of floor.

### **IAM-PROOF SASH PULLEYS**



No. 7000

Pulley is so constructed that it keeps out drafts. Sash cord or chain cannot come off the wheel. For residences and apartment houses.

### CABINET LATCHES



No. 12981/2

One of a full line of cabinet latches for flush or lipped doors, available in either wrought steel or wrought brass.

### DOOR HANGERS



No. X-2650

equipment for barn Assures trouble - free operation.

### SAFETY HINGE HASPS



No. 915

When fastened all screws are oved. Four sizes—3½, 4½, and 7 inches.

# Ready To Listen Ready To BUY in 1936

Already the pendulum is moving in one of the greatest swings this country has seen! Probably you're already feeling it across the counter. Your customers have learned a lesson-a severe one-during the past six years. They're tired of depression-built, price-competition hard-

and

ware. Tired of skimping here, sacrificing there. Today they're demanding quality again.

Sell Stanley in 1936 and you'll find them ready to listen! Ready to buynot hardware alone, but Serviceenduring, smooth working, carefree service in every package that comes from your store.

# STANLEY Paves Your Way

No single factor in the building industry is being neglected in this 1936 drive to help you sell quality. A total of more than two million people-architects, contractors and prospective home builders - will be told the advantages of "Carefree Doors."

# Influencing the Architect and Contractor

Each month in their favorite magazines, architects and builders will read new facts about "Carefree Doors," and the part Stanley Hardware plays in their planning and installation.

# Convincing Prospective Home Builders

Eager for authentic information, and tired of "depression" hardware, prospective home builders will welcome "Carefree Doors" and the many items in the Stanley Line that make them possible. Every month in their magazines Stanley advertisements will show them the satisfaction and economy of Stanley Hardware.

Forge your link to this campaign now by sending for a supply of booklets. Identify your store as a source of supply for the hardware that assures "Carefree Doors" and you'll reap benefits in sales and profits.

THE STANLEY WORKS

New Britain, Conn.



They will be told about this interesting and informative booklet.

32 pages packed full of information the home builder wants. Send for a supply so that you can benefit directly by all this advertising. Ask for Booklet No. B78.

TELLING THE WORLD

ABOUT "CAREFREE DOORS"

pective home builders will read

Stanley Hardware in their favorite

about

magazines

"Carefree Doors"

Architects, contractors and pros-

arefree DOORS USE STANLEY HARDWARE

The Biggest Idea in Paint History



THE past year has proved that One-Day Painting is the best selling idea in the paint business. Dealers and painters who tied in with Pittsburgh's advertising last year cashed in merrily on the extra jobs this idea created.

The One-Day idea and One-Day advertising, together, can bring you two kinds of customers: Those already planning to redecorate naturally want to do it this easy, modern way. Those who have postponed repainting because of the usual muss, inconvenience and cost will forget their fears. Both groups will play tunes on your cash register IF you tie in your store with our big promotion.

Another great advertising campaign is ready to go. Newspapers, national magazines, and a national radio program. Get ready to go with it! Distinctive displays and store helps are ready. Make sure you have a full stock of Pittsburgh's famous four One-Day Paints—and push these quality products for quantity profits.

# FOR ONE-DAY PAINTING

WALLHIDE: For walls and ceilings. The Vitolized Oil used *only* in Wallhide gives controlled penetration of oil, keeps the paint film alive, prevents cracking and peeling. 15 soft petal shades, 12 semi-gloss colors.

FLORHIDE ENAMEL: For painted floors, both exterior and interior. Long-wearing, quick-drying. 10 practical colors.

WATERSPAR ENAMEL: Magic one-coat, quick-drying enamel for woodwork and furniture. One coat covers old surfaces solidly. Dries to china-like gloss. Pleasant odor during application. 18 colors to harmonize with Wallhide.

WATERSPAR VARNISHES: For woodwork and floors. Clear and colors. Varnishes and stains in one application. Dries in 4 hours.

### FOR EXTERIOR PAINTING

Patton's SUN-PROOF—the Field-Tested Paint. This famous paint is proved on testing grounds located in spots subjected to climatic extremes. No guesswork. We know Sun-Proof lasts 1 to 3 years longer than poor paints, covers 25% more surface.

SELL GOLD STRIPE BRUSHES

Get full information on Pittsburgh's Time Payment Plan—"Paint Today, Months to Pay"—you can use it to increase your business.



TUNE IN: Pittsburgh Symphony Orchestra, playing the music you love, every Thursday, 8:30 P.M. (E.S.T.), over N.B.C. Blue Network and Associated Stations.

Makers of Wallhide Paint • Waterspar Enamel and Varnish • Florhide • Sun-Proof Paint Gold Stripe Brushes • Polished Plate Glass Pennvernon Window Glass • Carrara Structural Glass • Mirrors • Duplate Safety Glass

# Again Headed for New SALES RECORDS!



The NEW 1936

Coleman Ranges

INSTANT GAS FROM GASOLINE

YES SIR!—it's another Coleman Year! The new 1936 Coleman Safety Ranges score a direct hit! They're accepted and approved by dealers everywhere. Already they're starting toward new sales records! Rightly so—because they have everything your customers want in a modern range:

Unequalled Beauty...Improved Band-A-Blu Burners...Closed Cooking Tops That Conceal Manifolds...New Positive, Quick-Action Valves...Concealed Everdur Metal Fuel Tanks...Ever-Dependable Cooking Performance at Lowest Cost.

A full measure of Sales and Profits will come to Authorized Coleman Range Dealers this year. If you are not in the line-up, write at once for information regarding the Coleman Sales Franchise in your locality.

**BIG CATALOG**—Just off the press! The finest, most complete and colorful stove book you ever saw! Send today for your copy, also dealer prices.

See this New Line of 1936 Coleman Ranges at Leading Hardware Conventions!

# Coleman Policies Conform With Independent Dealers' Fair Trade Practices

For more than 30 years The Coleman Lamp and Stove Company has operated under a policy of Fair Dealing — cooperating in full measure to the best interests of all its dealers and distributors.

To Dealers this policy assures standard-quality products which they can sell at a fair price with a fair profit to themselves. Customers are assured dependable merchandise backed by an unqualified pledge of satisfactory service. This is the policy we propose to maintain.

# THE COLEMAN LAMP AND STOVE COMPANY

GENERAL OFFICES: Wichita, Kansas

BRANCHES: Philadelphia, Chicago, Los Angeles, Toronto

(AD-27)

# WICKWIRE BROTHERS

Entire Plant and Offices

### CORTLAND

**NEW YORK** 

Cortland Wire Products are known the world over for their unvarying high quality and long, satisfactory service. All our steel products are made from Copper-Bearing Open Hearth Steel. We control every operation from raw materials to finished products.

All grades of our Screen Wire Cloth are made to comply with specifications adopted by the Bureau of Standards, Department of Commerce, S.P.R. 122-31. The Cortland Line sells readily and profitably -makes satisfied customers.





# CORTLAND GRAY-WICK

Dull finish galvanized - electro-zinc coated and enameled with a Pigmented varnish-a double protection against corrosion. Made from Open Hearth Copper-Bearing Steel and full gauge wire-to insure greatest durability. Makes fine looking screens due to its extra heavy coating and attractive appearance. Every conceivable advantage is woven into this cloth which is one of the leading brands and most popular sellers on the market.

Made in 12, 14, 16 and 18-mesh from .011 gauge wire both ways. All widths in even inches from 18 to 42 ins. inclusive, also 48-in. double selvage as standard. Extra wide widths, 54 and 60 inches. Standard rolls of 100 lineal ft. Each roll shipped in strong individual roll fibre carton.

# CORTLAND BLACK

A low-priced painted screen cloth that looks well and gives splendid service. Made from Open Hearth Copper-Bearing Steel—strong, durable and uniformly woven.

Made only in 12-mesh from 0.11 ga. wire both ways. All widths in even inches from 18 to 42 ins. inclusive. Also 48-in. double selvage as standard. Extra wide widths, 54, 60, 66 and 71 ins. 100 lineal ft. in roll. Shipped in individual fibre carton.

### CORTLAND ULTRA-PREMIER

A special, extra heavy grade particularly adaptable for doors. Made of 14-mesh, 30 gauge wire about 50% heavier than the standard cloth. Made from Open Hearth Copper-Bearing Steel, electro-zinc coated and enameled with Pigmented varnish—double protection against corrosion. All middle in even inches from 18 to 42 ing inclusive Alexander. widths in even inches from 18 to 42 ins. inclusive. Also 48-in. double selvage as standard. Extra wide widths, 54 and 60 ins. 100 lineal ft. in roll. Shipped in individual fibre carton.

Blue string woven in selvage.

### CORTLAND BRONZE

For customers who want the best. Made of special alloy 90% copper and 10% zinc, producing the elasticity of hard steel wire cloth with greater durability than copper. Absolutely rustless. Covered with transparent varnish. 14, 16 and 18-mesh made from .0113 ga. wire both ways. Also a heavy grade of 16 mesh made of .015 ga. All widths in even inches from 18 to 48 in. inclusive. Also 48-in. double selvage as standard. Extra wide widths, 54, 60, 66 and 72 in. Bright or antique finish. 100 lineal ft. in roll. Shipped in individual fibre carton. in individual fibre carton.

### CORTLAND COPPER

We do not recommend pure copper wire cloth, but when customers insist you can sell Wickwire Cortland with every assurance that it is as reliable as can be made, considering the limitations of pure copper for screen purposes. Made from Special Hard Drawn Copper Wire covered with transparent varnish as an added protection in handling. 14, 16 and 18-mesh made from .0113 ga. wire both ways. All widths in even inches from 18 to 42 ins. inclusive. Also 48 in. double selvage as standard. Bright finish only. 100 lineal ft. in roll. Shipped in individual fibre carton.

# Ask Your Jobber for Prices

### STEEL PRODUCTS

NATURAL GAS now used in our furnaces produces very low sulphur steel which, together with a copper alloy, reduces corrosion.



A development by

THE WORLD'S LARGEST

FILE MANUFACTURER

NICHOLSON FILE

COMPANY

the greatest improvement

in file construction

in a generation

PRODUCED IN THE 3

LEADING BRANDS —

# Here's What

# **NEW CUTTING EDGES** GO TO WORK AS OLD ONES **WEAR DOWN**

At the time that other files begin seriously to lose their cutting ability, these New Nicholson Products gain a "second wind." For as the teeth which have been in use wear down, clean, sharp, brand-new cutting edges go to work to give the file a new lease of life and lower your filing costs enormously.



PATENTS PENDING

THESE NEWLY PERFECTED FILES

ARE AVAILABLE TO YOU DIGUES IN



THESE STATEMENTS . . ARE BASED ON RIGID TESTS . . . PROVE TO YOURSELF THEY ARE TRUE . . MAKE ANY TESTS YOU WISH

# NEW CAPACITY TO REMOVE METAL

Exhaustive tests on all kinds of metal under widely varying conditions have proved to us the unusual cutting capacity of these New Files. Yes! You will find an entirely new filing efficiency with this new product.

# NEW RAPIDITY OF CUTTING

This new cutting power, plus a smooth ease of operation, gives these New Files a rapidity

of cutting that permits you to turn out a given job, complete, in far less time than is possible with any files heretofore available.

# ABSOLUTE FREEDOM FROM SIDE SLIP

The new tooth construction of these files eliminates side slip, heretofore on objectionable characteristic in the performance of files. These New Files cut straight and true, without any tendency to slip off the side of the work.



# AN EXCLUSIVE PRODUCT

THE TOOTH
CONSTRUCTION
AND METHODS
OF MANUFACTURE
OF THESE NEW
FILES ARE FULLY
PROTECTED BY
PATENTS
PENDING

WE WANT FILE USERS

# Only NICHOLSON FILE COMPANY

# To Make This Test

To assure ourselves that every statement made about these new files is true, we have tested them on all kinds of metal under all possible conditions. But we realize that tests made in our Research Laboratory, however unusual the results, will not fully convince file users of the sensational advance these new files represent.

So we are urging file users everywhere to obtain these New Files — and to use them on their own work under conditions as they actually exist in their own plant. Then, and only then, will they have a true basis for comparison which will lead them to agree: "It's the greatest advance in file making in a generation."

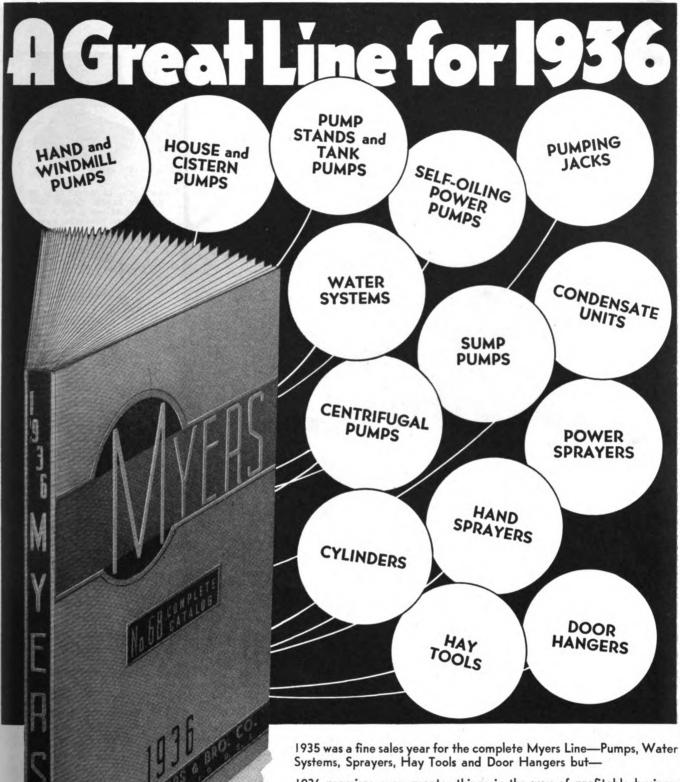
MAKE THESE FILES

PROVIDENCE, R. I., U. S. A.

A FILE FOR EVERY PURPOSE

ARE MADE IN THE FOLLOWING BRANDS

NICHOLSON . BLACK DIAMOND . McCAFFREY



1936 promises even greater things in the way of profitable business for Myers Dealers.

In today's terms, there has never been a time when the market for Myers Products has been so favorable. New Pumping Equipment is needed everywhere. Worn out sprayers must be replaced. Barns are waiting for modern hay unloading equipment. Barn and garage doors, sadly neglected for years, require new track and hangers. The Myers Line with its wide diversity and national acceptance will enable you to secure a large share of this business during 1936. Your inquiry by mail or wire will have prompt attention.

The F. E. Myers & Bro. Co., Ashland, Ohio

# **ASHLAND PUMP AND HAY TOOL WORKS**



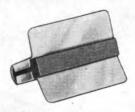
You know the answer... STOCK THE RADIO ITEMS SHOWN AT RIGHT...

They are featured on our program

COLUMBIA NETWORK, 7.30 O'CLOCK EVERY SATURDAY NIGHT



THE No. 45 ALOXITE BRAND SAFETY BLADE RAZOR HONE. Retails for \$.50 each in U.S.A. With each dozen a sales stimulating counter card.



No. 9 SCISSORS SHARPENER. Retails for \$.25 each in U.S.A. Furnished one dozen sharpeners on a display card.



THE No. 66 CARBORUNDUM BRAND HOUSEHOLD KITCHEN KNIFE SHARPENER. Retails for \$.35 each in U.S.A. Packed with each dozen stones is a free display card.

Sales Offices and Warehouses in New York, Chicago, Boston, Philadelphia, Cleveland, Detroit, Cincinnati, Pittsburgh, Grand Rapids. (Carborundum and Aloxite are registered trade-marks of The Carborundum Company.)

THE CARBORUNDUM COMPANY

NIAGARA FALLS, N. Y.





CHESTNUT AND S6TH STREETS, PHILADELPHIA, PA.

Sales Offices

239 WEST S9TH STREET

NEW YORK, N. Y.

Vol.	137
1 010	TO:

No. 1

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Sumochiption Phion—United States, its possessions: see year \$1.00. Marko, Central America, South America, Spein and its colonies: one year \$1.00. Canada \$2.00. Foreign countries not taking domestic retes, one year \$2.50. Single copies 15 cents each.

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The Hardware Dealers Magazine
PUBLISHED EVERY OTHER THURSDAY

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# NEW MODERN HANDLES

# plus a firm grip!

Wallace has real news this month . . . new, modern, streamlined handles on more than 50 fast-selling kitchen gadgets. These new handles are **more** than modern . . . they're comfortable, too, and they permit a firm, unslipping grip! You can see in the picture above: as the tapered portion fits the palm of the closed hand, the groove provides snug, sure anchorage for the thumb and first finger.

Only the can opener-because of the way it's used-has a different style of handle. All of these smart and efficient gadgets come in choice of green, yellow or red handlesboth solid color and transparent stain that shows the grain of the wood.

Before you buy any more kitchen tools with modern handles, take them in your hand, hold them and use use them and be sure they're practical.

WALLACE BROTHERS Wallingford, Conn. WB W

Makers, since 1835, of durable, practical and serviceable knives, forks, spoons and accessories for table and kitchen use.

# 1936

# HAPPY NEW YEAR

रंग रंभे न जुरस्य है दिल्लांगि वर्न

# HARDWARE AGE READERS



# Make Your Store and Organization

# Back Up Your Advertising...

Here is an article you should read before you begin your New Year's merchandising program. It is a complete outline to be followed by the retail hardware dealer in reaching the public's buying preferences.

By RICHARD HARRISON

DVERTISING is more necessary to the retailer of hardware than to the manufacturer or wholesaler. manufacturer or wholesaler is able to send his salesmen out to various customers and sell in large quantities. The retailer, however, is not in a position to send out his sales force directly to the prospective customer. Consequently, he must wait until they come into his store or do something about it. Quite naturally he turns to retail advertising, believing, perhaps it will do this for him-but how to go about it and get results is often the big problem.

The fundamental problems of retail hardware advertising are, in general, the same as those of any other field of advertising. And the purpose of such advertising, as that of any other form, is to sell or to help sell.

Retail advertising requires three things: time, money, and intelligence. When the retail hardware dealer has done little or no advertising, he will find at the start that advertising seldom pays.

It usually takes time to produce real worth-while results. As the farmer plants his seed and waits, knowing full well that, if the seed is right and the soil is right, the harvest will come; so the advertiser invests his money and waits, knowing full well that, if his advertisements are intelligently prepared and if he has chosen the right time and the right market, and otherwise planned carefully, time will bring the harvest, and he will learn that successful advertising does three things: First, it will increase the asset of goodwill in his business. Second, it produces volume in sales. Third, by increasing the volume of his business it ultimately decreases the unit selling cost, and that is the one big thing in which the retail hardware dealer is interested.

The ultimate success of a hardware store's advertising depends entirely upon the policy of that store. In some respects the policy on which advertising plans and methods are based is the most fundamental thing to be determined with respect to retail advertising.

# The Policy

It is a very desirable and a very useful thing for a retail hardware store to decide as a matter of executive action what its fundamental policy will be. Indeed, it is desirable to prepare such policy in written form, so that it may be definitely agreed upon by all the executives of a store and referred to as the guiding conception for the advertising department which carries out the plans in detail. Such a stated policy will in gen-

eral attempt to answer three questions: First, WHAT ARE WE GOING TO DO? Second, WHY? Third, HOW? Unless a general policy is agreed upon by the executives of a retail store, there is apt to be considerable deviation and uncertainty as how to carry out the specific plans. In a broad sense, of course, the advertising policy is not a thing apart from the general policy of the store as a whole, since the advertising is not only tied up with the store, but is, indeed, the store's representative to the public at large and to its customers specifically.

### Subordination

One of the questions which an advertising policy should answer is to what extent the advertising department is subordinate to the merchandising department. Whether or not this department should be subordinate to the merchandising department or whether it should coordinate with the merchandising department depends to some extent upon the purpose of the advertising plans. In general, it is desirable for the advertising to be on an independent and coordinate basis with other departments of the store. The difference in the point of view often held by the merchandising department and the advertising department is another reason why they should be on a par rather than the one subordinate to the other. For example, the merchandising department is often more specifically interested in the particular merchandise which the store has on hand, and may take the point of view that the purpose of advertising is



RICHARD HARRISON

to sell those goods which may be difficult to sell or which may not have been bought as wisely and discriminately as they should have been bought. The advertising department, however, represents more nearly the point of view of the customer and the public.

This problem of organization leads, therefore, to the question as to what should be advertised, especially in these times of curtailed budgets. There are two general, and possibly opposing, points of view in regard to this question. Shall the chief purpose of the ad-

vertising be to advertise those goods which are difficult to sell, for which there has been little call in general—the goods which people have not wanted? Or, shall the advertising be directed primarily towards selling the goods for which there is a large demand and the sale of which, therefore, may be stimulated still further by advertising?

# The Purpose

Undoubtedly, a great deal of money expended for retail hard-ware advertising is devoted to the former type of precedure, in which case the purpose of the advertising seems to be primarily to advertise special clearance sales, left-overs, mark-downs, etc. The wise investment of the advertising appropriation may no doubt be gained by devoting it almost entirely, or at least largely, to the stimulation of sales of the new

goods in season and of goods that appeal most strongly to the public or in which people will be most readily interested. The reason for this obviously is that the attempt to sell goods in which the public is not interested is a difficult, uphill task, and undoubtedly means the expenditure of a considerable amount of money without producing commensurate results. Only a small share of the advertising appropriation should be devoted to the sale of left-overs, those things which the people have not wanted and have left on the shelves of the store.

### Where and To Whom

Another important point to be determined by the policy is the question of where and to whom to advertise—the kind or class of people to whom a retail hardware store intends to appeal. If we may think of prospective cus-

# Retail Hardware Advertising Chart for 12 Months

for a business doing gross sales of approximately \$60,000

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	JANUAKT				<b>⊰</b>
MERCHANDISE	MEDIUMS	BUDGET	TIME	MERCHANDISE	MEDI
	NEWSPAPERS—DISPLAY DIRECT MAIL (Reprints from newspaper ads	30.00	Twice—Day before sale begins and day before last day of sale. One mailing—just before sale begins.	DOLLAR DAY	
SALE	—mail to regular store customers—others on mail list.)			ist or 15th	<b>~</b>
(General) Three days	THROW-AWAYS (Reprints from newspaper ads —throw in those sections not reached by other advertising.)	40.00	Two distributions—Day before sale begins and day before last day of sale.		
	SIGNS	10.00	Windows—around store	MERCHANDISE	MEDI
	FEBRUARY	\$160.00	on denvery wagous, etc.	SPORTING GOODS Baseball Equipment	
MERCHANDISE	MEDIUMS	BUDGET	TIME	Tennis Equipment Games—Fishing Tackle	
	NEWSPAPERS-DISPLAY	\$20.00	One time, about 1st or	Vacation Equipment Auto Goods—General	
DOLLAR DAY 1st or 15th	THROW-AWAYS (Reprints from newspaper ads	20.00	Join of the month.  One distribution — just before day of sale.	•	~
_	reached by other advertising.)	\$40.00		or make up seasonable	
	MARCH			combinations.	
MERCHANDISE	MEDIUMS	BUDGET	TIME	RANGES	
TOOLS, Lawn and Garden TOOLS, Household and Bidg. GARDEN HOSE AND ACCRESCIPERS	Garden and Bldg. AND AC-		2	ELECTRIC CLEANERS WASHERS—IRONERS REFRIGERATORS-RADIOS BUILDERS' HARDWARE	8
SEEDS, Lawn and Garden	Garden NEWSDA DEDS			OLD RANGES (Trade ins)	Z
INCINERATORS—PAIN HOUSEWARES ANT-PEST CONTROLS		\$40.00	O Twice during the month.		
ELECTRICAL GOODS		30		Same S	Same Schedule
GAS AND ELECTRIC RANGES ELECTRIC CLEANERS WASHERS—IRONERS	DIRECT	*50.00 (\$25.00 of which is usually borne by the manufacturer.)	of Once during month by to a carefully selected ie list of prospects.		
REFRIGERATORS-RADIOS BUILDERS' HARDWARE	S-RADIOS DWARE	•		MERCHANDISE	MEDI
OLD RANGES (Trade ins)	rade ins) (NEWSPAPER— CLASSIFIED NEWSPAPERS— DISPLAY	5.00	O About 3-5 lines once a week. One time—about the last or 15th of the	INCINERATORS—PAINTS GARBAGE RECEIVERS ROOFING—HOUSEWARES ELECTRICAL GOODS TOOLS, Household—Bldg.	Z Z Z
DOLLAR DAY 1st or 15th	THROW-AWAYS (Reprints from newspaper ads—throw in those sections not	20.00 ws-		GAS AND ELECTRIC RANGES ELECTRIC CLEANERS WASHERS INONERS	<u>a</u>
	resolved by other advertising.)	sd- \$110.00	19	REFRIGERATORS-RADIOS BUILDERS' HARDWARE	EOS

One distribution — just before the day of sale Once during the month to a carefully selected list of prospects. Once during the month to a carefully selected list of prospects. One time-about the st or 15th of the \$40.00 Twice during the month. About 3-5 lines once \$40.00 Twice during month. TIME TIME TIME month. \$50.00 (\$25.00 of (which is usually assumed by the smanufacturer.) \$20.00 20.00 5.00 \$110.00 which is usually borne by the \$50.00 (\$25.00 of Same Schedule and Budget as July in all Respects. \$70.00 \$70.00 manufacturer.) BUDGET BUDGET BUDGET (Reprints from news-paper ads—throw in those sections not reached by other ad-**IUNE** (Continued) THROW-AWAYS SEPTEMBER NEWSPAPERS-DISPLAY AGE RECEIVERS
NG—HOUSEWARES
RICAL GOODS
Household—Bldg. NEWSPAPER DISPLAY (NEWSPAPER— CLASSIFIED **JULY** vertising.) DIRECT MAIL DIRECT MEDIUMS MEDIUMS MEDIUMS GERATORS-RADIOS ERS' HARDWARE titute HOUSEWARES ERATORS-PAINTS ANGES (Trade ins) DEN TOOLS, etc. RIC CLEANERS es-Eishing Tackle ND ELECTRIC tion Equipment Goods—General ERS-IRONERS ND ELECTRIC ball Equipment TING GOODS up seasonable is Equipment IANDISE **ANDISE** inations. GES

O About 3-5 lines once ouch week.	0 Once — just before day of sale.				TIME	) Twice during month.	0 Once — just before day of sale.	One distribution — just before day of	sale.	0	TIME		Two or three times during the month.		TIME		- Two or three times t during the month.	o 0.00 per month.
(NEWSPAPERS— \$5.00	NEWSPAPERS— 20.00 DISPLAY	THROW-AWAYS  (Reprints from newspaper ads—throw in those sections not reached by other ad-	( vertising.) \$110.00	OCTOBER	MEDIUMS BUDGET	NEWSPAPERS— \$40.00	NEWSPAPERS— 20.00 DISPLAY	THROW-AWAYS 20.00 (Reprints from news-		NOVEMBER 580.00	MEDIUMS BUDGET		NEWSPAPERS— DISPLAY \$60.00	S60.00	MEDIUMS BUDGET		NEWSPAPERS— DISPLAY \$60.00 and any additional amount manufacturers might assume.	TOTAL BUDGET FOR YEAR: \$1200.00 or an average of \$100.00 per month.
OLD RANGES (Trade ins)		DOLLAR DAY 1st or 15th			MERCHANDISE	INCINERATORS—PAINTS GARBAGE RECEIVERS ROOFING—HOUSEWARES ELECTRICAL GOODS TOOLS, Household—Bldg. HEATERS—FIREPLACE FIXTURES		DOLLAR DAY	130 OF 100 H		MERCHANDISE	HOUSEWARES—PAINTS ELECTRICAL GOODS	ROOFING—HEATERS FIREPLACE FIXTURES THANKSGIVING GOODS	(Complete)	MERCHANDISE MEI		Glassware—Pottery Chinaware—Cutlery Electrical Goods Toys—and other seasonable goods (Radios—Electric Cleaners— Washers—Ironers)	TOTAL BUDGET FOR YEA
he received	ET TIME	Increase to Twice during the \$50.00 month.	<b>\$</b> 120.00		ET TIME	# # # # #	Class — just perore sale begins.		40.00 Two distributions— Day before sale begins—and just before last day of sale.	20.00 Windows - around	\$210.00 wagons, etc.		ET TIME			540.00 lwice during the month.	25.00 of Once during the susually month to a carefully by the selected list of proscturer.) pects.	5.00 About 3-5 lines once each week.
APRIL	MEDIUMS BUDGET	NEWSPAPERS— Incre DISPLAY		MAY	MEDIUMS BUDGET		(Keprints from news- papers—mail to regu- lar store customers		THROW-AWAYS (Reprints from news- paper ads—throw in sections not reached by other advertising.)	SIGNS		JUNE	MEDIUMS BUDGET			NEWSPERS— DISPLAY	DIRECT \$50.00 (\$ MAIL which is borne in manufal	(NEWSPAPER CLASSIFIED
and an elimpaday arms	<u> </u>	SPORTING GOODS Baseball Goods Tennis Equipment Games—Rishing Tackle Vacation Equipment Auto Goods (Gancel)	rang goods (general)		MERCHANDISE		ANNIVERSARY SALE Five days	General in all departments (Note: This sale may be adapted to any month in which a	store may have a birthda					SPORTING GOODS Baseball Equipment Tennis Equipment Games—Fishing Tackle	Vacation Equipment Auto Goods (General)	GIFT GOODS Silver Sets—Glassware China—Pottery Electrical Goods Cutlery—Housewares	GAS AND ELECTRIC RANGES ELECTRIC CLEANERS WASHERS—IRONERS REFRIGERATORS-RADIOS BUILDERS' HARDWARE	OLD RANGES (Trade ins)
·	j	JANUARY	2,	19	36				•				Digit	ized by	G	oogle	23	

tomers as being divided into three classes from the standpoint of buying power and social status, namely, HIGH, MEDIUM, LOW, a store should determine to which class or classes it aims to appeal, and then buy its merchandise, prepare its advertising to fit, and select those advertising mediums best suited to reach the particular class at which it is aimed. It has been said that no store can successfully appeal to all three classes —that it can probably appeal only to two, either the high and medium classes, or the medium and lower classes. The retail hardware store, however, should guard against committing one of the most deadly sins of advertisingthat of directing its advertising to one class when it has been prepared for and appeals to another. This is pure waste, and is still done, I am sorry to say, even in this day of advanced advertising methods, by many retail hardware dealers throughout the country.

# The Appropriation

The next problem is that of the appropriation to be set aside for advertising, and for how long in advance such appropriation should be determined. Ordinarily advertising appropriation should be determined for at least six months or a year in advance. This should be sufficiently flexible to allow for emergencies also. The amount of the appropriation necessarily depends upon the merchandise in stock and the volume of sales at the present time. In general, it will be sufficient to say that the most common expenditure for retail hardware advertising is in the neighborhood of 2% of the total sales. A definite percentage of sales will serve best as the most suitable basis for determining the amount of the appropriation. However, this may well be combined with a budget plan by which a certain definite amount will be determined, so that emergencies and unforeseen fluctuations in the volume of business may properly be met. Thus, for example, in the case of a business slump it may be well to spend a slightly larger amount than a direct uniform percentage would permit. Or, again, in times of unusual volume of business the appropriation may be reduced below the specified sum.

### When to Advertise

Another question of general policy is the question of when to advertise. Should the advertising be done every week, twice-aweek, twice-a-month, or just how often? And what mediums should be used? Should most of it be done in the heighth of the season, or during the dull season. Roughly, in the case of most retailers of hardware, the fluctuation between the best month and the dullest month of the year is approximately 2 to 1. That is, approximately twice as much business is done during the best month as during the poorest month, and in general the amount of advertising done will run along in a similar manner, except in so far as it should be modified on account of other circumstances. In general, probably more is derived from the advertising investment if a larger amount is expended during the busiest periods and a correspondingly smaller amount during the duller periods.

One of the most vital things in the retail hardware merchandising program is to first of all, make a plan for the year's business. Chart your course, as it were. Know just what you are going to do, from month to month. "This is good stuff for the first of the year," you may say, but the coming months are just as important—and the plan should be in operation right now.

It costs money to do business. Overhead expenses must be met. You should know just what to expect from any special sale or event. Did your last sale cost you 5% of your gross sales, or did it cost less? Did it cost more?

Too many sales, sales ideas and merchandising plans are "pulled off" with too little preparation. This preparation is VERY important in the ultimate success of your plans. The advertising should be intelligent, directed to the right market; you should have a sales quota for every day of the sale, and you should plan a grand sales total. You should know just what all this preparation is going to

cost, and what percentage it is going to amount to.

A careful tie-up of your advertising and your sales force is imperative. See that all sales people are fully conversant with the story your advertising has to tell. All these things must be done in successful sales planning, and should be done sufficiently in advance to insure all details working smoothly.

Careful planning should make it possible to sell 75% of the merchandise at good prices; you should break even, figuring selling costs, on at least 15% of the merchandise. For "leaders" and the extremely low-priced items, there should be considerable advance shopping—and it is profitable to lose money on some of these "specials."

No one can adequately plan a merchandising program, a special sale, or sales event, and tie it together with the right kind of advertising and selling within the space of a few days. It is very important for the retail hardware dealer who would make a real success of his business to plan all these things sufficiently in advance.

To assist the retail hardware dealer to do this, here is an AD-VERTISING CHART AND MER-CHANDISING PROGRAM, planned monthly over a period of a year, for a business doing gross sales of, say, sixty thousand dollars a year:

The foregoing Charts have been greatly condensed from one used with decided success by a large retail hardware dealer in Southern California, and is merely suggestive in character for use of the smaller retailer.

In connection with its use perhaps certain features that have gone into its make-up should be discussed here.

In estimating how much should be spent for advertising, a good plan, as heretofore stated, is one based on a certain per cent of gross sales. Some advertisers estimate on the basis of sales of the previous year and others estimate on the basis of expected sales.

The advantages of this plan rest on the fact that a percentage basis gives the advertiser something

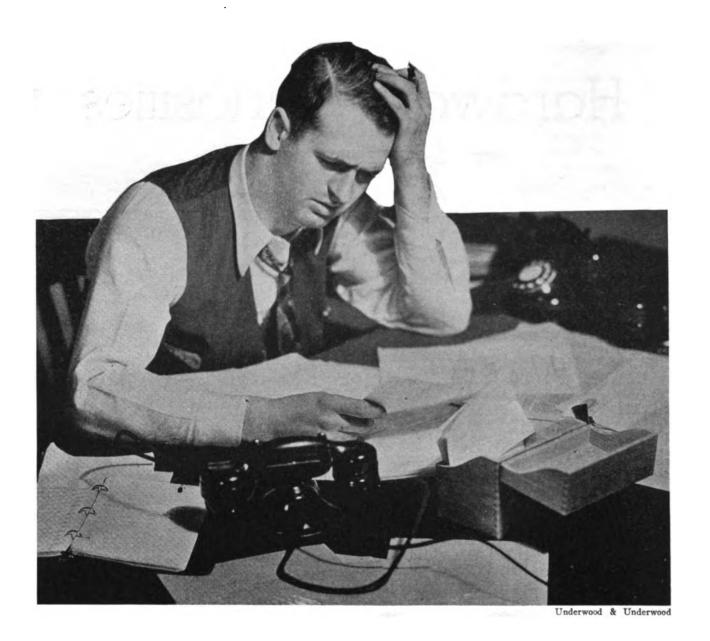
(Continued on page 68)

# Hardware Curiosities

# By ROBERT PILGRIM

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Filing Your

How to Comply with the New

By C. P. Kohler and H. L. Kershaw

the nature of the business. Federal Tax problems present many very technical aspects, and through familiarity with the law's regulations and decisions is essential for the filing of returns and making of payments. Today more than ever is a thorough knowledge of tax laws and regulations necessary because of the many changes in the tax laws in 1934 and 1935 and because the government now more than at any time is checking, and double checking every tax return. cover all the details of the various tax laws and regulations is far

beyond the scope of this article. But this article boils down the results of over four months of work in digesting every Tax law and regulation, so that now for the first time, you have all essential data you need concerning Tax

laws and regulations at your finger tips.

Corporations—State Taxes—When a company transacts business from another State, the question whether the company is transacting business within the

State, so as to be liable to state impositions and penalties for non-qualification becomes a very important and serious one, in respect to which the corporation should be very sure of its position. Especially must a constant and insistent watch be kept over property taxes of the various States as these represent some of the most common and perplexing forms of taxation.

Corporations—Federal Taxes—The United States Revenue Act of 1935 has amended the Revenue Act of 1934, applicable only in the case of taxable years beginning after December 31, 1935, in the following respects:

- 1. Provisions that no gain or loss shall be recognized upon the receipt by a corporation of property (other than money) distributed in complete liquidation of another corporation, if the corporation receiving such property on such exchange was on August 30, 1935, and has continued to be at all times until the exchange, in control of such other corporations.
- 2. Permits corporations to deduct, to an amount which does not exceed 5 per cent of net income computed without the benefit of this deduction, contributions or gifts made within the taxable year to or for the use of certain domestic corporations and, for use with the United States only, to certain domestic trusts, community chests. funds, and foundations, organized

and operated exclusively for religious, charitable, scientific, literary or educational purposes, or for the prevention of cruelty to children.

3. Limits the deduction for dividends received from domestic corporations subject to income tax to 90 per cent of the amount received. In other words, 10 per cent of such dividends are subject to tax.

Rates Applicable to Taxable Years Beginning After Dec. 31, 1935. INCOME TAX

Net Income	Total Tax	Rate on Excess, Per Cent
0		12 1/4
\$2,000	\$250	13
15,000	1,940	14
40,000	5,440	15

Surtax on personal holding corporations:

Undistributed Adjusted Net Income	Total Tax	Rate on Excess, Per Cent
0		20
\$2,000	\$400	30
<b>\$2,000</b> 100,000	29,800	40
500,000	189,800	50
1,000,000	439,800	60

### Capital Stock and Excess Profits Taxes

The Revenue Act of 1935 imposes upon every domestic corporation with respect to carrying on or doing business during any part of each year ending June 30 (beginning with the year ending June 30, 1936) an excise tax of \$1.40 for each \$1,000 of the "adjusted declared value" of its capital stock.

A new declaration of the value

of capital stock may be made by corporations in their first return under the Revenue Act of 1935.

For the first year for which a tax is imposed, the "adjusted declared value" is the value as declared by the corporation in the first return as of the close of its last income tax taxable year ending at or prior to June 30, or as of the date of organization in the case of a corporation having no income-tax taxable year so ending the declaration of value made in the first return cannot be amended. For any subsequent year the "adjusted declared value" is the original declared value as adjusted in the manner prescribed in the statute (which see for details).

The returns required under this section must be made on or before July 31 of the year with respect to which the tax is imposed. Extensions of time for not more than 60 days may be granted by the Commissioner of Internal Revenue. Consolidated returns are not permitted.

The tax is due and payable on July 31 but is usually paid when the return is filed. If the tax is not paid when due, interest at the rate of 6 per cent per annum is added.

### **Excess Profits Tax**

The Revenue Act of 1935 imposes upon the net income of every corporation, for each income-tax taxable year ending after the first year for which the corporation is liable to the capital stock tax, an excess profits tax equal to the sum of the following: 6 per cent of such portion of its net income as is in excess of 10 per cent and not in excess of 15 per cent of the adjusted declared value, and 12 per cent of such portion of its net income as is in excess of 15 per cent of the adjusted declared value. The adjusted declared value is determined under the capital stock tax provisions as of the close of the preceding income-tax taxable year, or as of the date of organization if the corporation had no preceding income-tax taxable year.

Net income for excess profits tax purposes is the same as net income for income tax purposes, except that there may be deducted

(Continued on page 64)

# Income Tax

# Tax Laws and Regulations

These co-authors explain the present requirements of the law as changed in 1934 and 1935. With the government checking and rechecking every return every hardware dealer should read this article and be prepared.





# Basement Rearrangement Increases Pettee's Paint Sales

In a program which is changing the basement from a storage room and heavy hardware section into a modern sales floor, Pettee's Department Hardware Store, Oklahoma City, has moved the paint department from the main floor to a prominent

place at the right of the basement stairway landing.

Another important step in the rearrangement plan has been the moving of the major appliances department to the basement from the third floor.

Pettee's paint department, al-

ways one of the most progressive divisions of this great store, has been enlarged and the new quarters afford plenty of room for shelves, counter displays and other interesting features.

Carl Hart, manager of the department, reports that a \$3,000

stock is now being carried, as compared with approximately \$2,000, the maximum which was possible on the crowded main floor.

During the first two weeks in the new location, the paint department's business showed a 20 per cent increase. Mr. Hart anticipates an increase of 50 per cent as soon as the department is thoroughly established and the program of changing the basement is completed.

In addition to the modern and complete paint section in the downtown store, Pettee's operates paint departments in their four community stores, each carrying a \$600 stock. These stores are located advantageously in community business sections throughout the city.

### Cater to Homeowners

Pettee's caters to home owners and housewives, with a limited amount of business being done with the painters and the building trade. Volume of business for the paint department has run as high as \$35,000 a year, even while operating under cramped conditions, handicapped by lack of space for the large stock, without the present facilities for adequate display, and located far toward the rear of the first floor.

Community stores carry sundry

First two weeks in new location, this Oklahoma City paint department brought 20% improvement in sales. A still larger increase anticipated.

lines complete, but Mr. Hart keeps nearly all of the heavy paints at the downtown store. The salesmen in the smaller stores refer customers to the main store for their house paint purchases, where Mr. Hart is able to give them expert advice concerning their proposed jobs.

# **Attractive Display**

The new paint department has 24 feet of shelving, ranging upward from the floor to the ceiling, a height of 10 feet. Varnish and heavy paint occupy the lower shelves, and each succeeding shelf in the range upward displays smaller items. Ten feet of shelving faces the stairway, making a display which cannot fail to be seen by every customer who visits the basement.

Space against the stairway is utilized in a display which includes brushes of every type, from the most expensive floor broom to the cheaper type used by the street sweepers. The line of brushes is complete, including those for calcimining, plastering, stucco and roof work.

Two 14-foot counters are used for displaying a complete line of paint brushes, advertised paint specials, auto polish, and other items. These displays are changed weekly.

Directly in front of the department proper, one of the heavy columns supporting the upper floors is made attractive by shelving and a display of automobile paint, polish, wax and enamel.

The complete duPont trade sales line, Valspar varnish, and Old English and Johnson waxes are carried in stock. The home owner or painter will find anything he desires. Also, he will find Mr. Hart ready to listen to his problems, and find him quick and accurate in his estimates and suggestions as to best finishes, type of paint most suitable, and colors most appropriate.

Paint advertising is carried along with the regular store advertisements, announcing the specials which are carried each month. Special prices are quoted from time to time on floor enamel, quick dry enamel, lacquer, and in fact everything in the line comes in for a share in the specials spotlight. Usually there is a price reduction of 10 per cent on the featured items, and sometimes the cut is even greater.

Window displays tie up with the newspaper advertising. Mr. Hart has found that full paint windows are not as effective as half windows properly set. If companion lines are displayed in a second half of a window the customer interest is greater, he says. Customers look for the romantic touch in paint windows, and Mr. Hart finds that windows using colorful cut-outs and bright labels are most successful.

Much of Pettee's enormous volume of paint business is attributed to sales of traffic wax, no-buff wax, and polishing waxes in lots ranging from gallon cans to 55-gallon drums.



The paint department of Pettee's hardware store, Oklahoma City, Okla.

# 1935-Year of Awakening

A prominent western wholesale hardware executive reviews the old year as a basis for planning for better business in 1936. He senses accomplishments in business relations between producers and distributors and the development of a greater confidence in business procedure. Stresses the value of becoming sales-minded, which he says was evident throughout 1935, giving hope for continued general business improvement in 1936, on a profitable basis.

The Business Record, State by State
Percent Gain or Loss from First 9 Months of 1934 to First 9 Months of 1935

States by Regional Groups	American Section	Community Sales	Household Refrigerator Salso	Ordinary Life 1925	Value of Charles Dream		Parties.	Camillania
New England	+21 +11 +22 +37 +18 +19 +31	+ 8 - 3 - 9 +27 +10 + 3 +13	+14 +20 +27 +19 + 4 +30	- 3 - 7 - 6 - 3 - 3 - 10 + 3	+10 + 7 + 9 + 8 + 9 +11 +12	+ 3 -27 +13 +19 +17 +11 + 7	+ 7 + 9 +17 +28 + 7 - 6 + 1	-15 + 46 71 11 6 24 33
Middle Atlantic New York New Jersey Pennsylvania	+26 +24 +29 +27	+13 +20 +17 + 4	+0.2 -0.03 + 9 - 4	-9.4 - 2 - 1 + 3	+ 7 + 6 + 7 +11	+10 + 8 + 7 +13	+ 5 + 4 + 9 + 9	+44 + 73 - 17 - 15
East North Central Ohio	+49 +30 +72 +58 +41 +75	+32 +10 +83 +32 +20 +47	+29 +11 +11 +86 +23 +22	-1 +6 -4 +2 +3	+17 +16 +18 +16 +24 +12	+28 +20 +41 +25 +18 +30	+ 6 + 9 + 6 - 4 +11 +20	+10 + 57 - 3 - 17 + 33 - 6
West North Central Minnesota lowa Missouri North Dakota South Dakota Nobraska Kansas	+57 +74 +74 +33 +61 +97 +52 +51	+34 +48 +30 +28 +52 +55 +17 +34	+ 3 +23 +21 -14 +30 +25 +12 - 7	- 3 + 7 + 5 -12 +21 - 1 - 2 - 7	+13 +11 +24 +12 +16 +10 + 7 +11	+11 +25 +15 +21 -10 + 6 - 7 +13	+16 -8 +34 +43 +7 +9 -01 +6	2 + 25 + 29 36 + 1 42 + 44 + 92
South Atlantic.  Delaware. Maryland Dist. of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida	+26 +33 +39 +46 +41 +12 +25 +19 +14 +15	+31 +29 +31 +30 +35 +14 +38 +41 +46 +10	+ 5 + 5 -15 - 7 +0.05 13 +24 +33 - 7 +60	+ 2 +15 -5 +29 + 2 +0 5 + 1 + 2 -5 -1	+11 +19 + 8 + 18 + 7 + 7 + 9 + 28 + 10 + 16	- 7 + 9 +10 No data + 1 +22 -24 -12 + 1 - 3	+ 9 +17 -0 5 - 3 + 6 +23 - 4 +17 + 6	+31 + 34 - 22 + 85 + 24 +100 - 13 - 1 + 91 + 32
East South Central Kentucky Tennesses Alabama Mississippi	+25 +29 +38 +11 +14	+36 +57 +13 +14	+ 6 -12 - 9 +29 +43	-0.2 + 6 - 3 + 2 - 8	+ 6 + 5 +10 - 4 +13	+ 6 +30 +16 -20 - 2	+14 + 2 +10 +22 + 4	-44 - 1 - 12 - 79 - 00
Vest South Contrel Arkansas Louislana Oklahomä Texas	+19 +16 +15 +22 +19	+35 +57 +38 +25 +33	+16 +14 +48 - 6 +18	-1 -3 +9 -2 -4	+// +21 1 +13 +14	-1 -8 -3 +15 -4	+ 6 +86 + 2 + 7 + 3	+ 5 - 12 + 33 - 32 + 7
fountain	+48 +85 +62 +46 +28 +29 +38 +57 +43	+37 +46 +49 +29 +15 +33 +43 +50 +81	+36 +24 +64 +13 +11 +34 +62 +25 +56	+0.2 +20 +11 +1 -11 +3 +3 +8 +28	+16 +38 +26 +19 +11 +19 +16 +11 +12	+ 7 + 17 - 10 + 13 - 17 - 6 + 28 + 10	+23 +66 - 6 + 9 + 6 + 10 + 7 + 56 - 14	-49 - 79 + 87 + 43 + 16 - 56 - 54 + 11 - 24
Vashington Oregon	+56 +48 +71 +56	+47 +50 +60 +43	+50 +19 - 5 +71	+ 5 - 5 + 5 + 7	+16 +12 +13 +17	+13 + 7 +12 +16	+ + * * * * * * * * * * * * * * * * * *	17 64 41 +- 25

Its advent found us tired and scarred after five years of almost unprecedented stress and strain. Not since the World War had there been any such call upon our stamina and patience. No oncoming generation of our young folk has ever before been so buffeted and tried. We may look back with gratitude that 1935 has brought the first substantial measure of betterment and change.

Throughout its course, the very challenge and adventure of the depression period have shown their deep and lasting effects upon our national character. The people, in general, are emerging into better days with more solid foundations of patriotism, tolerance, and sympathy. We may well say that 1935 has been a year of awakening of understanding. We find ourselves more appreciative of each others' needs and capacities -more inclined to give credit where credit is due-less seldom swayed by blind prejudice or selfinterest. We all need a measure of tolerance and help from our fellows and we have been learning to show the same tolerance to live and to let live.

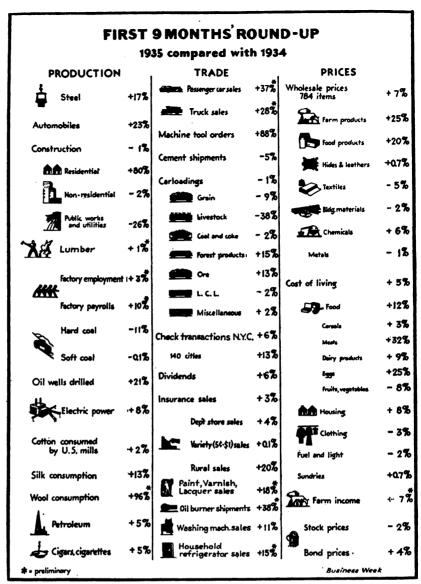
1935 has seen an awakening of cooperation—a real gain in our

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### -A Review of 1935

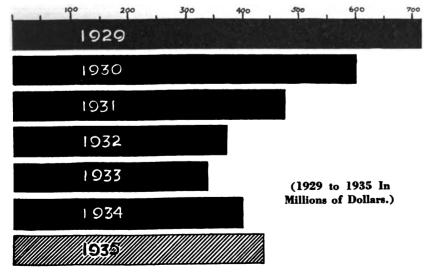
national sense of solidarity. Often, perhaps, we have carried our Americanism to extremes. We probably have been guilty, as a people, of selfish and insular thought and action. At least, however, we have learned that the prosperity of the individual is inseparable from the well-being of the group. We have lent ourselves sympathetically to national programs of conservation, reclamation and development. While we have resented, perhaps, tooradical curtailment of our crops, and have not been particularly proud of slaughtering our cattle and our little pigs, even these sentiments have sprung from our deep conviction that America's resources belong to all her people, and that the road to plenty for the many is not by way of prosperity for the few.

In our hardware family in 1935 we tried to understand and to share each other's problems. As manufacturers, we have adjusted



This chart and the other large charts on the opposite and following pages courtesy of Business Week.

#### ESTIMATED NET SALES OF HARDWARE WHOLESALERS



Based on records of regular wholesalers in domestic and foreign trade who take title to the goods they buy and sell and who are largely independent in ownership. Estimate for 1935 is based on Federal Reserve figures for the first ten months of the year. Data for other years from U. S. Dept. of Commerce.

our plans and our prices to the leaner purse of the consumer, no less than for profit to ourselves and our distributors. As wholesalers, we have held ourselves sensitive to the problems of our merchant customers — have thought in terms of their competition, as well as our own. As retailers, we have realized the great hunger of the people for value, for utility and for beauty, and have tried honestly and intelligently to supply their needs.

So, too, during the year has come an awakening of competitive tolerance. Many fields of American manufacture have been sorely tried by the increasing inflow of imports, with their temptations of price-saving difficult or

impossible to meet, with our high standards of wages and living. Yet there is tolerance because so definitely we are coming to learn that we can only sell more largely abroad by buying more largely abroad. The trade pacts with important neighbors on this and other continents, are signs of our willingness to break down the walls of exclusiveness and to develop our larger selling markets, which will always be more diverse and extensive than our needs for reciprocal buying.

Tolerance is growing among our manufacturers toward new entrants into their fields. Room must always be made for newcomers, if our industrial structure is to expand and to grow. Their very coming does much to freshen merchandise and methods, and to remove abuses which can easily follow the domination of monopoly groups. There has arisen more tolerance among merchant competitors—a feeling that there is room for all who conduct themselves with fairness. There has come to be a more general recognition of functional lines—a willingness to pay the wholesaler for doing his job, and the retailer for rendering his service; a willingness, too, to avoid larger trespassing upon the fields and functions of other groups. There are still countless examples of unscrupulous and savage competition in industry and trade, but the beaconlights of fairness are more surely guiding our business progress.

An awakening of personal initiative has marked this 1935. and the typical American virtue of "rugged individualism," is again asserting itself. We have been fighting, as a people, regimentation of our thinking and of our affairs. We have seen many of our valued liberties in danger of absorption into a paternal government, and we have rebelled. The death of NRA, before the mid-year had been reached, was a definite sign and seal of the revolt of a free people against excessive interference, and against "management" in too-large doses. We are becoming more intelligently critical and questioning of the theories and experiments

Wholesale Hard	vare Sales and	Age BlacKbow Stocks—First 10 Mc As Reported To Federa	nths Of 1935
Bunk Supplying Information	District Served By Bank	% Lake Arcease Or Decrease "35 Compared To "34.	White Granus De Secress  35 Compared To 34.
Boiton	First	No Data available.	No Data available
new york	Second	+ 3.9	+ 1.9
Philadelphia	Third	+11.0	+10.1
Cleveland	Fourth	+ 7.5	No Bate avoilable
Richmond	Filth	+ 8.7	+ 5.9
atlanta	Sixth	+ 6.9	+ 1.3
Chicago	Seventh	+21.0	+ 2.8
St. Louis	Eighth	+ 8.8	- 1.8
Minneapolis	ninth	+11.5	+ 1.3
Kansas City	Jenth	+ 1.8	- 82
Dallas	Eleventh	+79	+ 1.0
San Francisco	Jwelfth	+14.4	No Data available.

of government. The "sheep" spirit may still characterize large sections of our public, but it is no longer typical of the mass thought of the nation.

The very rise of modernism in the home and in dress-in art and music and literature—the overturning of old habits and old ideas these are proof beyond question that individuality is not dead, nor dying. We are coming to like to depend upon ourselves. We have learned the thrill of accomplishment with our own hands, guided by our own brain. And there is a rebirth of workmanlike pride in our kitchens, our workrooms, and our hand tools. Individually and collectively, we have decided that we don't like being "on relief." It is much more satisfying to be paying our own way, and living within our own means.

### Awakening Confidence

1935 was a year of awakening of confidence—a distinct and definite growth. This is due in no small part to a firm expectation that our overdoses of planned economy will be lessened or more sanely administered. We are enjoying our breathing spell, and are very glad that we have a Constitution and a Supreme Court. Fear has vanished from our national thinking and we are looking

forward to security and well-being through the months ahead, as we dared not expect in other years. Because weakness has been shaken out, we have renewed confidence in our banks and our bankers. Collections have gained, and are gaining. The people are paying their debts. Now that business has been through the mill, and has learned many and needed lessons, we have a new confidence in our industrial leaders. Best of all, we have a revived confidence in ourselves, knowing that after we have come through the major battles, we cannot be daunted by the lesser challenges of the future.

With this gain in confidence, 1935 has seen an awakening of desire among the people—desires for comfort, for quality, for leisure—and all of these are helpfully affecting trade and industry. The weary years of "doing without" are yielding to a willingness—and even a daring—to satisfy our wants. Awakening desires are the keys, in fact, to the welcome and worth-while gains in store sales during the year. They account for our growth of interest and indulgence in sports, our larger patronage of amusement enterprises, our increasing habit of travel, and our search for general cultural broadening. We have aroused ourselves in the very intimate matters of personal and

family pride. We have com-menced to clean up and dress up and furnish up our homes and our habits. We have become more sensitive to the comfort of our families. We have indulged ourselves in new automobiles, as a type of the luxuries which we dared not try to afford in other

Thus 1935 has come to be outstandingly a year of the awakening of spending, so much so that Col. Ayres calls our progress in rehabilitation thus far-"a cashand-carry recovery." Those who have been able to tempt our sense of need and our sense of value have prospered, and wide-awake stores have been busy as in no other recent period. Mail-order sales during the year gained 18

to 24 per cent-independent retailers perhaps 10 to 15 per cent. department stores about 5 per cent, and the variety chains more moderately. The recent holiday surge of free and happy spending has been typical of the relief which the people feel, in having the wherewithal to satisfy themselves and those they care for.

■ Fostered by this readiness to spend, has come in 1935 an awakening of sales - mindedness. Hardware merchants have not only dressed up their stores, their fixtures and their lighting, but have modernized their thinking and their methods. Hardware and its new related lines have shown that they can and will share in the interest of the public, and in

the flow of its money. There has been a definite gain in the variety of choice offered in the usually conservative hardware store, exemplified by the remarkable increase in the sales of toys and gift goods, of dinnerware and glassware, of silverware and electrical appliances. Dealers have been surprised at their success with plumbing equipment, and similar new "departments." More and more, the hardware store is planned to appeal to women as well as to men. Newspaper, and other advertising during 1935 has increased sharply. Merchandising has been made a study and an adventure by alert dealers all over the country. It has been seen that fixtures and advertising are not alone the answer to the search for customers, but that intelligent helpfulness is the modern store's privilege and duty, and the sure road to the consumer's heart and lovalty.

### Price-Consciousness

There has been in 1935 a definite awakening of price-consciousness. Prices are being more intelligently figured. They do not reflect, as in the old days, "all that the traffic will bear," but show rather a desire to give the utmost possible for the dollar spent. Sales increases have been far greater in physical volume than in dollar value. While "giveaway" price wars have not disappeared, they are less in number and duration. But so, too, is there a disappearance of "padded" prices, and expensive "front" without value.

■ With price - consciousness has come an awakening of quality-consciousness. 1935 has seen a marked trend of interest away from merchandise whose only appeal is cheapness. With such, a large majority of us were forced to be content during the leaner years. Now we seek more of finish and more of durability at an honestly appraised price. There has been a grading-up of demand into the better qualities in tools, in cutlery and in

(Continued on page 62)

### THE HOUSING MARKET—BY STATES AND LEADING CITIES

### The Line-up by States ' Totals of 1935 and Per Cent Change over 1934 B: Permits in All Cities of 10,000 Po (in thousands) \$416.3 325% \$1412.8 \$624.0 \$3,479.2 \$8,384.1 \$401.1 \$1,207.2 \$1,516.8 \$11,003.7 \$202.9 \$4,516.5 LEGEND 5 Leading States Data: Federal Home Loan Bank Board

### The Line-up by Major Cities Building Permits for First 9 Months of 1934 and 1935 (in thousands)

City		Rookbast	E	Non-Residential		Additions, Alterations, Repairs			Total			
	1934	1935	% Change	1934	1936	% Change	1934	1935	', Change	1934	1935	% Change
New York City, N. Y. Chickell H. P.	\$14,217 544 2,120 1,463 2,55 1,462 215 177 203 603 427 104 1,204 104 105 106 106 106 106 106 106 106 106	\$39,797 1,766 3,369 6,416 9,567 3,162 2,639 1,221 521 901 2,173 1,516 336 12,424 1,369 300 2,569 1,369	+146 +236 + 56 + 162 + 1162 + 1116 + 360 + 361 + 227 + 226 + 226 + 262 +	\$31,466 4,512 2,153 2,536 403 3,133 3,133 2,181 426 677 1,790 9,731 1,138 446 340 446	\$36,800 7,436 2,439 8,190 8,267 8,267 8,126 1,201 1,560 1,231 21,107 1,106 7,300 1,231 1,107 1,106 7,300 1,231	+ 17 + 66 + 13 + 166 + 266 + 366 + 167 + 123 + 191 + 192 + 14 + 116 + 117	\$34,340 2,312 2,143 2,143 2,143 3,067 7785 3,022 1,467 1,153 2,130 1,651 576 3,300 905 606 1,600 2200 200 200 200 200 200 200 200 200	\$30,360 4,120 4,126 3,132 6,266 1,560 1,901 3,917 2,464 1,962 1,967 678 7,569 1,270 206 1,117 918 753	+ 25 + 77 + 92 + 47 + 47 + 411 + 148 + 78 + 189 + 186 + 277 + 78 - 164	\$72,652 7,378 6,416 6,325 10,072 2,386 3,851 1,963 4,513 2,107 2,016 17,073 2,103 1,103 1,103 1,103	\$107,016 13,340 9,904 14,738 34,050 5,567 9,347 8,539 10,491 4,039 9,209 4,745 2,215 40,690 3,000 3,104 5,231 1,844 5,340	+ 49 + 44 + 41 + 123 + 123 + 127 + 124 + 125 + 125 + 126 + 1
Seattle, Weich, London Ladinaporte, Ind. Reshanter, N. Y. Jarrey City, N. J. Louisville, Ky. Pertland, Ove.  25 Cities  Butts: U. S. Bureau of J.	215 229 05 146 265 374 \$36,147 Labor Sta	929 2,640 131 144 1,110 538 987,434 tistics	+106 +1220 + 46 - 1 +319 + 44 +170	512 1,448 2,811 138 1,124 765	717 915 847 80 1,118 803 \$115,031	+ 40 44 81 42 1 + 17 + 58	1,287 406 457 236 458 840 867,800	747 647 630 306 333 1,067 \$79,961	+ 43 + 66 + 36 + 7 - 27 + 27 + 28	2,017 2,283 3,356 570 1,847 1,979 \$105,245		+ 4 +108 - 61 - 7 + 30 + 26 + 74

HOUSING MAP: Nearly \$3% of new residential construction in the first 9 months of 1935 is all cities with populations of 1940 or greater was in the 15 states and the District of Colum-1934, 27% in 1935. Residential building made the best gains.

# The FUTURE of the and of the

### By F. S. CUNNINGHAM\* President, Butler Bros., Chicago

### THE FITTURE OF THE INDEPENDENT MERCHANT

HENEVER two or three are gathered together to discuss trends in distribution, one question which is certain to come up is the place of the independent merchant in the American scheme: Is he coming or going?

In the last thirty odd years, merchandise distribution in this country has undergone a series of almost revolutionary changes.

Prior to 1900, retail distribution was almost wholly in the hands of approximately 2,000,000 retail stores of all sizes. Department stores were relatively few in number, and their total volume relatively small. The amount of business transacted through chain stores was so small as to be negligible.

The country was mainly agrarian. Over half the population lived on farms. Thousands of small towns and villages were then thriving. Even the smallest towns had one or more general stores. It was easy in those days for the farmer to buy goods within a few miles of his home.

Along with better roads and improved transportation came a slow, progressive drying-up process, which gradually reduced the number of trading centers and shifted an increasing proportion of the business to the county seat or larger places.

\*An address to a recent Butler Brothers inter-house conference. Today hardly a town in the country of county seat size is without one or more chain stores. In larger cities, their name is legion.

Department stores have grown in number and very much in aggressiveness so they too have taken over a growing proportion of retail distribution.

Necessarily the growth of both chain and department stores has been at the expense of independent stores. There was no other source from which it could come.

Fundamentally, the reason the chains and department stores were able to take so large a part of the volume away from independents, is that the former have done a better job of merchandising and of store keeping.

For the improvements in modern merchandising and store keeping, the chains are entitled to practically all the credit. It was they who introduced both of the new ideas which have revolutionized modern merchandising, and which later were taken over by department stores.

The first of those ideas was that of beginning the act of merchandising by finding the items which the consumer preferred, and the price he or she was willing to pay, and from that point "working backward." This consumer preference principle has been very much more responsible for the growth of the chains than has their much vaunted buying power.

From time immemorial, the practice of merchandising has been for the buyer to pick out the goods HE believed HE could sell at a profit. He based his action on guess-work rather than upon fact. Little effort was spent in trying to find out what the consumer wanted.

The managers of the early chains, not because they were smarter than other people, but because of the need of control in their highly complicated businesses, were compelled to offer a compact selection of items, rather than complete lines as was the custom of other stores. It was a natural thing that they turned to the records of their own stores to find the items and price lines which the public preferred and made such goods compose the backbone of their merchandise offerings.

About 1910, the department stores began to study the success of the chains and to realize the value of the consumer preference principle. In some ways, they have developed and perfected the technique of consumer preference merchandising.

The second idea introduced by the early chains was the conscious and studied attempt to make their stores *interesting* — which had never been the custom theretofore.

For generations, goods had been hidden away in boxes or in ugly showcases out of sight. The person who went into a store must tell the clerk what he or she wanted. Show windows were very little used. Window leaders were

(Continued on page 43)

## Independent Merchant Wholesale Business

Average person knows little about magnitude of the wholesale industry and has small appreciation of the importance of the wholesaling function in the distribution of merchandise. Aggregate wholesale sales volume for U. S. A. were \$6 Billions in 1933 which is five times as great as chain store sales that year.

### THE FUTURE OF WHOLESALING

RECENT happenings in the field of distribution have raised the question as to the nature of the service the wholesale industry renders in the field of distribution, and how efficiently it plays its part.

The average person, apparently, knows little about the magnitude of the wholesale industry and perhaps has small appreciation of how vital the wholesaling function is in the distribution of merchandise. This is not strange, however, in view of the small contact the public has with the many wholesale houses, large and small.

Chain stores are well known, for instance, because they are constantly visible to the American shopper. Yet in 1933 the aggregate sales of all chain stores were only six billion dollars, whereas those of wholesalers were thirty billion dollars, five times as great.

Department stores are a public "habit." Even the few who do not have opportunity to visit the cities where they are located regularly see their advertisements. Still, the department stores in 1933 did only 2½ billion dollars, or approximately 8 per cent of the volume of the wholesalers.

Wholesalers, on the other hand, are remote from the general pub-

lic. There is virtually no contact with the consumer. The two never meet face to face.

The wholesaler does not advertise; he operates in warehouses located outside the busy retail and office districts; the only buyers that come in are the retailers, not the consumers; the concerns are nearly always closely owned, therefore, there is small contact with investors; publicity, such as it is, is confined to trade papers and magazines that reach the retailer.

A moment's reflection, however, should bring home the fact that the independent merchants of the country and the wholesalers from whom they purchase goods are interdependent in the highest possible degree. The existence of each rests with the other.

For three decades following the turn of the century, all the world, seemingly, tried to put the whole-saler out of business. Independent merchants attempted to go around him and buy goods direct from the mills in order to reduce the cost of merchandise. Manufacturers sought to go around the whole-saler and sell direct to the retailer. This required the establishment of field sales forces, credit departments and other expensive



F. S. CUNNINGHAM

departments that meant additional overhead to be added to their selling prices.

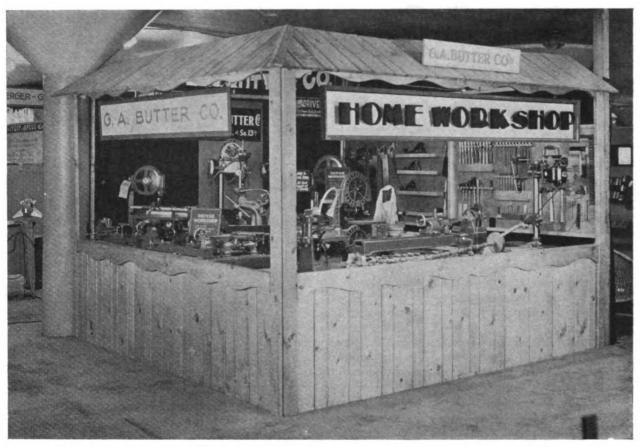
Both these efforts failed, in the sense that almost as great a proportion as ever of the goods sold by independent stores are purchased today from wholesalers rather than direct.

The function of the wholesaler is this:

To buy goods in bulk from original sources, assemble them in warehouses accessible to retail merchants, and reship them promptly in quantities suited to the needs of each merchant.

No matter from what type of retail store the consumer makes his purchases, the cost of performing the wholesale function has been paid by someone and (Continued on page 76)

### Hardware Firm's Handicraft



The Homeworkshop in the G. A. Butter Co. store, Milwaukee, Wis.

# G. A. Butter Co., Milwaukee, Wis., sponsors club of more than 75 members

F a hardware firm can teach customers how to operate power tools efficiently, it can create more interest in this line and also build considerable good will.

This is the idea that officials of the G. A. Butter Co., 1720 South Thirteenth Street, Milwaukee, had in mind when they, over a year ago, sponsored the G. A. Butter Handicraft Club, which today has a membership of more than 75.

The purpose in organizing this club was to form a group of persons interested in making good use of their spare time and anxious to learn how to operate power tools in the proper way, and to provide suitable quarters for instruction work.

Space for the club was provided

in the middle of the first floor of the company's hardware store where a booth was built for the purpose. A large variety of Driver and Delta power tools is conveniently arranged in this booth, with additional display of tools in a space behind the booth. Hand tools, for the use of members, are neatly arranged at one end of the booth. A line of Atlas power tools,

### Club Boosts Power Tool Sales

for those who prefer to use metal working equipment, has recently been added.

The Handicraft Club is an organization apart from the hardware company, having its own officers and board of directors to conduct its activities. Membership in the club is obtained by paying a \$1 fee, which, incidentally, is refunded upon the purchase of a power tool selling for \$25 or more. The club meets at the company's store twice a month, from October to May. An experienced instructor from the Milwaukee Vocational School has charge of the classes.

In addition to practical work taught at the booth on the first floor of the store, lectures and demonstrations are given in an assembly room on the second floor. These cover wood turning, wood carving, finishing of wood, furniture designs, veneers, cabinet making, art metal and ornamental iron work, the making of model power boats and other useful and ornamental objects.

After short periods of instruction at these meetings of the club, and practice on power tools at their homes, students become sufficiently proficient to make articles of wood or metal such as end tables, book shelves, wood toys, book cases, cigarette trays, ornamental brackets, lamps and numerous other items. At a recent exhibit at a home show, a number of ornamental lamps were made by members of the club. These lamps were so well constructed that a ready market was found for them at \$15 per lamp.

To encourage students to do their very best and to complete the articles which have been started, a contest is arranged with worthwhile prizes offered to members presenting the best work. The winners are chosen by judges from the Milwaukee Vocational School. Considerable interest is aroused by these contests which usually end in December.

A complete library on handicraft is available at the store for members of the club, as well as a large selection of hand tools, veneers, inlay strips, plywoods and metal stock. All hand tools used in instruction are disposed of at the end of the school season at somewhat reduced prices and power tools are sold as floor samples.

The photograph shows the (Continued on page 78)



### A Review of 1935 State Laws Affecting Retailing

FAIR TRAD			DE L	AWS	CHAIN STORE TAXES					SALES TAXES						
STATE	Considered	Not Passed	Legislature Passes	Law in Force	Considered	Not Passed	Legislature Passes	Law in Force	Tax on Number of Stores	Tax on Gross Sales	Tax on Incomes	Considered	Not Passed	Legislature Passes	Law in Force	Amt. of Present
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Arizona		•	•						l					*	x	2
Arkansas					٠ ا	•								•	x	2
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Michigan	٠ ا	*						<b>x</b> 5	<b>√</b>						<b>x</b> 5	3
Minnesota	٠ ا	•						<b>x</b> 5	V	$\checkmark$						1
Mississippi															<b>x</b> <sup>5</sup>	2
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Nebraska	1 :				1	_	• • • • •					1 :				
Nevada		1									• • • • •		-			
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Rhode Island					٠ ا	<b>*</b>						٠ ١				
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Totals	27	17	11	10	22	11	8	23	23	6	1	31	15	15	25	
TOTALS	ı	1	1	1	1	1	1	I	1	1	i	1	1	1	1	1

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<sup>(4)</sup> Kepealed
(5) A previous law may be in effect although new legislation may have been killed
(6) Voided by Florida Supreme Court
(7) Voided by Vermont Supreme Court
Progress of proposal
x Law enacted and in force
∨ Detail existing in the law.

# Is a Service Store The Answer?

### By SAUNDERS NORVELL

THE daily papers have been so full of the Ethiopian situation lately that it is hardly necessary to comment. However, in reading this morning about the new peace proposal hatched up between Hoare of England and Laval of France, we had to give an editorial horse laugh. Poor Ethiopia! These two statesmen seem to be just about ready to make Mussolini a present of half their country. Now I am wondering where England and France got the right to divide up Ethiopia. But what is the use of talking about it. I believe I predicted several months ago in my article on Ethiopia that the outcome would be like what happened in Somaliland, that the maps of Africa in the future would read "Italian Ethiopia," "British Ethiopia" and "French Ethiopia." We have all now forgotten what happened to the King of Somaliland, and I suppose in time the King of the Tribe of Judah will also be forgotten. It does not take long in this busy world for all of us to forget. As the schoolboy said about the Old Testament: "They certainly had poor memories." Isaac forgot Jacob and Jacob forgot somebody else, and so on all through the ages we have been forgetters.

Speaking of forgetting, what do you remember about the Sepoy Mutiny, in India? Who were the Sepoys? Why did they mutiny? What was the result of the mutiny? Yesterday I could not have passed an examination on this subject, but today I believe I could get at least 90 per cent. Last night after they had cleaned me up at bridge, they all went to bed and I was left alone in the sitting room. At my elbow on the table was a book my daughter had been reading. It was the story of the Sepoy Mutiny. Well, this book cost me the loss of most of a night's sleep. Here briefly are the facts of the story.

The rebellion broke out on May 10, 1857. Now that surprised me because I had had an idea it was way back in the 17th century. I did not know that this terrible rebellion happened only about 80 years ago. The Ethiopian scrap so far is nothing compared with what happened in India. At the time of this rebellion India was governed by the East Indian company, who trained their own soldiers, and under a charter from the British government ran things just about as they pleased. The Sepoys had a first-class military training under English officers. They wore regular military uniforms. They had first-class cavalry and light and heavy artillery. At that time they were armed with new Minnie rifles. The cartridges used in these rifles had a lead bullet and the powder was held back of the bullet in a paper container. This container was dipper in melted lard which protected the powder. When the rifleman wished to fire, he bit off part of the paper of the cartridge exposing the powder, then he in-

serted this cartridge in the breech of the rifle. The powder was ignited by cap and hammer. Now it seems that the Sepoys had been discontented for a long time. They had a number of grievances already and then to cap the climax, although it was against their religious principles to touch anything that had to do with a hog, they were forced to bite the lard in firing these new rifles. So they mutinied. The story of the massacres and atrocities of these mutineers are worse than anything you could read that were done by the Indians in the early history of the United States. Men, women and children were massacred first at Cawnpore, then followed the defense of Lucknow and the siege of Delhi. The valor and sufferings of the British were beyond belief. They saw their wives and children cut to pieces before their eyes. The curious part of this mutiny is in the fact that many of the English army officers could not be made to believe that the Indians were rebelling until it was too late.

At Cawnpore the fort was defended for months. A large part of the garrison was killed. Understand the British officers and regular soldiers were now fighting against native Indians whom they themselves had trained in warfare and the use of rifles and artillery. These natives were well supplied with ammunition. There is a lesson in this story that might be well taken to heart today by white nations that are training and arming native troops. Just imagine the natives of Africa, for instance,

trained as these Sepoys were and then supplied with arms and ammunition.

After many weeks of fighting, the leader of the Sepoys offered peace and transportation to the British who were holding the fort at Cawnpore. They foolishly took the word of this chief and accepted. They were led into a ravine and to boats on the Ganges. Then at a prearranged signal, fire was opened on all of them and most were killed. A few got away in a boat, however, and floated down the river. They were fired on by natives from both sides of the river. Of the entire garrison of several hundred men and women only four men escaped to tell the story of the massacre of Cawnpore, and they escaped by swimming six miles down the river after their boat was destroyed on a sand bar.

It took the English over a year to crush the rebellion. But the English revenge was merciless. Many of the Indian leaders were executed by being tied to the muzzles of cannons and blown to pieces. The crushing of this rebellion put the fear of the English into the hearts of the Indian natives, and they have not recovered yet, although they are now again discontented and the scene is probably set for another rebellion when the right time arrives. The world never knows about these things until they happen. Probably one reason that England is willing to make Mussolini a present of a large part of Ethiopia is because of the fear that this affair in Africa may have repercussions in other parts of her empire. We have already read of some of the things that have been happening in Egypt.

Certain well - expressed truths picked up here and there stick in our minds, and from time to time we compare these truths with life as we see it and we realize the value of thought. A young woman, for instance, who is about to be married happened to ask an older woman to tell her frankly just what she thought of her fiance. The older woman answered: "You are only thinking of your fiance. You think that he will have every-

thing to do with your future happiness. What you don't understand, my dear child, is that when people marry they do two things. One is that they arrange a very close association with an individual and the other is that they change their method of living. They are forced to live a new life, a different life, and sometimes I think the kind of life people are forced into living by marriage has more to do with their future happiness than the personal peculiarities of the bride and groom. In other words, when you are about to be married figure out the kind of life it will be necessary for you to live, your future associates and your environment. The bride and groom in themselves are not the whole story."

Another thought I picked up the other day has been popping back into my mind. I believe it was Dr. Johnson who said that if the English nation decided and openly stated that they did not propose to be a Christian nation there would be a revolution. And then he added that if the English nation should pass laws compelling the citizens to live exactly according to Christian teachings, there would be another revolution.

Here is another thought. If you wish to judge of the kind of thinking you are doing, just figure out after you have done some of this alleged thinking, whether your thinking consists only of criticising others, in expressing your disapproval of things that are being done, your discontent with your rulers, or whether it consists of practical ideas that would help conditions. If your thinking is simply the first kind, then it is destructive. But if it is of the second kind, it is constructive. Most of the country today is devoting the greater part of its time to critical and destructive thinking. What the country needs is leadership in practical and constructive thinking.

These wandering thoughts are being dictated just before Christmas. I have already received some interesting Christmas cards.

One was drawn by the sender himself. It represented a chubby little cupid with wings, but instead of a bow and arrow he had in his arms a modern, up-to-date machine gun which he was aiming, and all around him on the ground were scattered the forms of men and women he had bumped off. There was nothing written on this card but "Merry Christmas." Now, when I think of all the murders, suicides and killings in general that are taking place because somebody thinks he or she is hopelessly in love, or because he is jealous, I can fully appreciate the sardonic humor of this machine gun Cupid Christmas greet-

The other day I stopped at a garage to load up with gasoline. Sure. There were two qualities. The lower quality was 17½c. a gallon, while the higher quality was 21½c. I also noticed that the taxes on gasoline were just 5 cents a gallon. Five cents is 25 per cent of 20 cents. Roughly speaking, therefore this gasoline tax is 25 per cent. What a tax! One of my friends driving with me thought it would be a good idea if all the taxpayers in the United States would send their last year's tax receipts as a Christmas greeting to the Administration. That certainly would be dramatic. But some people would be afraid to do this for fear that the comeback would be a studied examination of their last income tax report by an administration official.

Recently in a Government case I heard a man state that he was an expert. He was on the stand to give expert testimony. He said his time was worth \$50 a day. When the Government lawyer took this gentleman in hand for cross examination, he dwelt with a special emphasis on the evidence he had given in regard to his value as an expert, and the large fees he was worth. Then he inquired in a purring voice: "May I ask what income tax you paid last year?" The gentleman blushingly admitted he had paid none whatever. Nor had he paid for the year before, or the year before that.

(Continued on page 78)

# Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

### Fair Trade Laws-

State laws to permit legalized resale price maintenance, within a state's borders have been proposed, passed or killed in many states during the past year. This activity comes at an appropriate time, following the demonstrated hopelessness of any federal control through an NRA or equivalent Washington agency which could or would modify existing stringent regulations imposed by the Sherman and Clayton antitrust legislation. In this issue is a review, in simple chart form, giving our readers a quick record of fair trade, sales tax and chain store legislation progress in all states. This compilation is worth study and should be retained by readers as a guide in their coming state convention activities which should and probably will consider the desirability of pursuing action on all three of these vital state legislative possibilities. To date the results from intra-state resale price maintenance laws are not entirely encouraging. It is yet too early to arrive at conclusive judgment of their potency. Such regulations hamper department and chain stores and take from them their previous advantage

over independent stores. In some states, so-called test cases now pending lack completely the elements of a proper test case.

### Test Case—

An outstanding example is the Macy vs. Doubleday, Doran suit (New York State) in which the latter firm of book publishers is suing Macy to uphold book prices. First round has gone to Macy and the feeling prevails that the suit may be friendly in its inception. If so, the whole purpose of the Feld-Crawford law (N. Y.'s fair trade law), will be defeated before it has a fair trial in practice. Macy's long established practice of selling below resale prices as announced by manufacturers is well-known. In the early NRA days, the formation of the basic retail code found this department store protesting "stop-loss" clause efforts claiming such clauses were directly aimed at Macy's - and they probably were. The hardware trade will find independent retail druggists ardently supporting such legislation and should cooperate with the drug trade in an effort to uphold available instra-state price control. It is particularly important to watch

test cases and to be sure that they are genuine test cases and not formalities primarily intended to break down fair trade laws. It is easily realized that "a friendly suit" with punches pulled or some equally effective form of indifference might bring adverse court decisions without a full and proper hearing.

### Christmas Present—

For more than a year E. R. Masback, president, Masback Hardware Co., Inc., New York City, has been writing his firm's many sources of supply a monthly let-Usually these letters deal with the increasingly important problem of enabling the retail hardware trade to meet current competition. Frequently wholesale executive's message is devoted to a discussion of manufacturers' selling policies. Mr. Masback's December message, appropriately has a Christmas flavor and asks for a "Christmas Present," the present to be in the form of a policy declaration in favor of the "manufacturer to wholesaler to retailer" method of distribution. From this letter we quote the following three paragraphs:

"It is rather odd for a buyer in these modern times to solicit a gift from the seller, but perhaps the Christmas present I seek will be worth your while.

"Will you send my firm a letter announcing that your sales policy henceforth will be the 'Manufacturer-Jobber to Retailer' method of distribution? Will you also embrace in that sales policy suggested resale prices on your product that will show not only our firm, but the jobbing trade as a whole, a fair margin of profit over and above our cost of doing business? Will you help us help you by a real 'get-together' spirit that will enable us to do a better distributing job for you in the future?

"Furthermore, will you help us to put the 'Independent Hardware Dealer' in a position to meet the competition of chain stores and mail



order houses? Our very existence depends on our ability to assist our dealers to stay in business. If you sell the mail order houses or chain stores at lower prices than you sell the jobber, you are hurting yourself."

### Policy Declaration-

In complete harmony with the thoughts expressed in Mr. Masback's letter, and by hundreds of others in the distributing branches of the trade on many occasions, William E. Cross, vice-president of Clemson Bros., Inc., Middletown, N. Y., has recently filed with every hardware wholesaler and dealer in the U.S.A. a sales policy declaration. Our readers will recall that this affidavit was the subject of this company's front cover advertising message in the December 19, 1935, issue. It sets forth specifically the distribution plan under which the company continues to sell hacksaw blades. This is the first, independent, formal declaration of this kind and has been given wide distribution in the hardware field. It is specific and leaves no loopholes. It is representative of the direct and formal kind of an answer to a many years' need as expressed by dealers and wholesalers the country over. statement declares that only through the recognized wholesaler and independent dealer will the firm's goods be sold, and is sworn to by Mr. Cross and notarized. Publicly announced to the trade through the front cover advertisement and supplemented by individual mailed copies to all wholesale and retail distributors, this statement has been made available to all interested parties. Although not a participant in any organized or collective group interested in the filing of specific sales policy declarations, Clemson seeks the same objective and in publicizing this affidavit provides policy data of interest and importance to hardware distributors.

### Reduced RR Rates—

The Interstate Commerce Commission proposes reduced railroad fares and the elimination of the

Pullman surcharge. The new rates would be a flat two cents per mile for day coaches and a flat three cents per mile for Pullman rides. Western railroads have experimented with both these reduced rates and the elimination of the surcharge. It is now proposed that eastern roads follow suit. The Pennsylvania and New York Central lines are identified in opposition to these new rates as is the New Haven. These three are operating on a 3.6 cent rate. The Southern roads have had fares as low as 11/2 cents per mile to attract holiday and special excusion traffic. Lower rates throughout the country should stimulate railroad traveling both for business and pleasure and place the rails in better position to compete with air routes, bus lines and the growing practice of driving private cars even over great areas. Traveling costs are direct elements going into merchandise prices and so any reduction is of interest to the distributing factors of the hardware trade. Both wholesalers and manufacturers have also the direct lowered cost factor to interest them as they are both large users of the railroads for business traveling. The Pullman surcharge should have been eliminated years ago. Its continued levy has been an unwarranted hold-up and a serious cost factor for travelers. A decision on this rate question should come some time this month.

### Indiana Association Not Affiliated With American Retail Federation

Secretary Sheely advises that Indiana Retail Hardware Association is not a member of the Associated Retailers of Indiana and therefore not an indirect member of Federation. States membership in Associated Indiana group is an individual matter.

The Indiana Retail Hardware Association is not a member of the Associated Retailers of Indiana although some individuals may be members of both groups, G. F. Sheely, managing-director of the Indiana Retail Hardware Association advises Hardware Age. Mr. Sheely's letter on this subject was prompted by an editorial note in the Dec. 19, 1935 issue (page 21) which stated that the American Retail Federation had indirectly acquired the Indiana hardware group through its supposed membership in the Indiana associated group, which had joined the Federation. This information was supplied by the Federation and used in good faith although it is apparent now that there was some misunderstanding as to the nature of the hardware memberships within the Indiana associated dealer organization. This error is regretted and to clarify the situation we quote from Mr. Sheely's letter as follows:

"My attention has been brought to your editorial in the Dec. 19th issue of Hardware Age in which you make the statement that the Indiana Retail Hardware Association, through its membership in the Associated Retailers in Indiana, has become a member of the American Retail Federation.

"We are not affiliated with the American Retail Federation either directly or through the Associated Retailers of Indiana.

"My understanding is that the membership of the latter organization is made up of individual retailers and not through their respective retail trade associations. Many of our members are direct members of the Associated Retailers, but as an Association, we have never taken membership, and a great many of our members are not subscribers.

"We have worked and cooperated with the Associated Retailers of Indiana on legislative matters of mutual interest, but it is not true that we are members of either of the above-mentioned associations, and is indeed most misleading."

### Future of the Independent Merchant

(Continued from page 34)

unknown. Displays were casual. Advertising was dignified to the point of stiltedness.

The early chains set out to make their stores INTERESTING. Since they did little or no advertising, they made their windows shout their values to passersby. They taught the world that a plain price on each article is the best of all advertising. They introduced the modern idea of open displays, with everything in sight and as nearly everything within reach as may be.

They made their stores places in which it was a pleasure to shop, rather than one to which one went only when he wanted to buy some definite article.

With these great advantages over the average independent merchant, who continued to do business as his father did before him, it is easy to understand why chains and department stores should grow at the expense of the independent stores.

But after thirty years of this one-sided competition, the figures covering retail distribution for the year 1933 demonstrate the vitality of the independent merchant as the most important factor in distribution.

The following figures covering the year 1933 are taken from those published by the United States Department of Commerce. The aggregate retail volume in that year was a shade over 25 billion dollars. That aggregate was divided among the three types of stores substantially as follows:

| Number | Stores | Volume | Volume | Volume | Stores | Stores | Volume | Volume | Volume | Stores | S

In other words, after thirty years of fantastic growth of chain and department stores, the independent stores of America still do 67 per cent of the total retail volume—or more than twice that done by chains and department stores together.

It would appear that both

chains and department stores are nearing the point of diminishing returns.

A department store can be operated profitably only in a city of considerable size. Every available city today has one or more department stores. Their number is not growing. No department store can do more than a little business beyond its immediate trading area.

### Overhead

In the case of the chains, because of the complexities of the system, to operate even a small store requires a considerable amount of irreducible overhead expense. Therefore such stores cannot be operated profitably in towns below a certain size. Such towns are pretty well occupied now.

There appears to be spreading over the country an attitude of mind toward chain stores which may make the going for them less easy than it has been in the past.

The feeling is becoming general that when a town becomes over "chainized" something of value goes out of that town. It ceases to possess the well-balanced all-around down town trading center which is good for the health of any city.

The disposition of many states to lay taxes upon chain stores which will penalize them as compared with independent stores is significant of what is evidently a widespread feeling.

It would appear that the obstacles to unlimited growth which finally come to every institution created by men, are now in process of development in the chain store business.

Most of the nearly 1,500,000 of independent merchants in this country are "good citizens" in their respective communities. They support the schools and the churches. They pay a large proportion of the taxes.

Independent merchants furnish

the overwhelming number of tenants for store properties—or there are no tenants.

It is difficult for the average city dweller to realize that more than 51 per cent of the population of this country still lives either in towns or villages under 10,000 population, or out in the country where access to department stores is impossible and to chain stores difficult.

It is equally difficult for one who does not know conditions in smaller towns and villages to realize how essential the independent store is in the distribution of goods in this huge country of ours.

Comparison with the smaller and more thickly populated countries of Europe is completely misleading. There the consumer is only a short distance away from the factory where the goods are made.

Without independent stores, the machinery of distribution would stop. Hundreds of thousands of consumers would have no place to buy goods. Thousands of factories would close down because they would have no access to the consuming public.

To get an even chance at the business in any community, chain stores must always offer better values than independent stores. Given equally good values and equally as good a store, the independent merchant will get the preference.

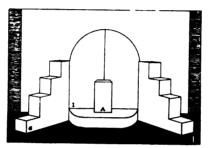
One of the signficant trends of the day is the fact that all over the country numerous independents are coming to do about as good a job of consumer preference merchandising and just as good a job of display and promotion as their chain competitors are doing.

This tendency toward the modernization of the merchandising and operation of independent stores, is bound to continue. In proportion as it spreads will the independent store not merely hold the share of the business it now retains, but begin to recover some part of that heretofore lost.

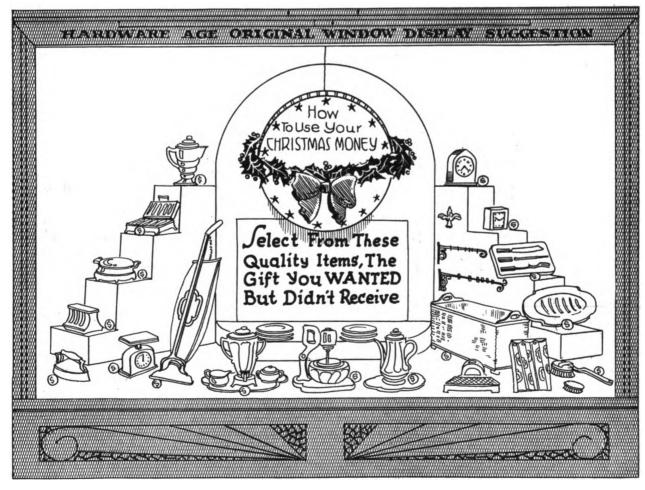
# After Christmas What? Good Windows—of Course!

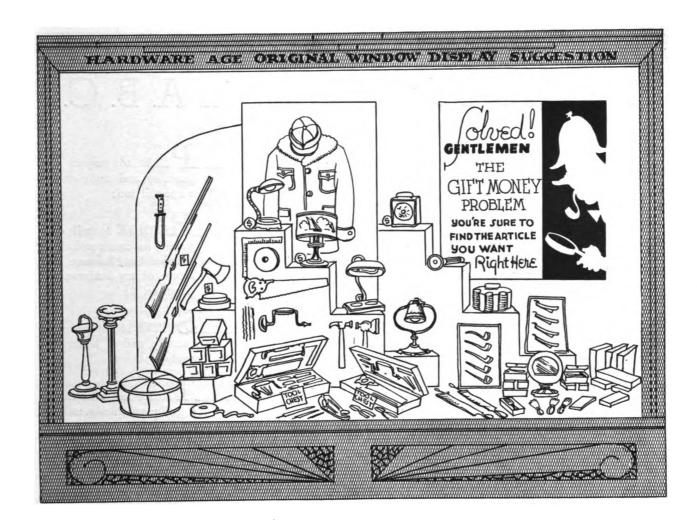
REMEMBER the Christmas window trimming fever you had a few weeks back? There was no doubt in your mind at that time that window displays would lead customers up to your cash registers—and you were right. Window trims played a major part in the success of your Christmas merchandising season, but they are no part of a quitter. They will work for you after Christmas too, if you but give them the same

enthusiasm, care and attention that you did when the holiday season was in the offing.



Many Christmas gift recipients have money gifts that they will spend for useful gifts such as you carry in your stock, but they will have to have their imaginations stirred in order that you may serve them. Here is a window that carries a bit of the Christmas atmosphere and is sure to catch the eye. Cut a circular piece to represent a giant coin and have the sign writer give it the proper coloring and lettering to suggest

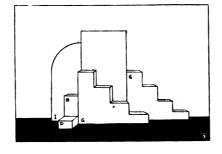




after-Christmas money. The holly and a red silk bow will do the rest. The price tickets can be a reflection of the same idea by making them round as suggested in the drawing. The arrangement of the HARDWARE ACE interchangeable display fixtures as illustrated in the small cut is used in this window, which incidentally is aimed at those who would purchase household items.

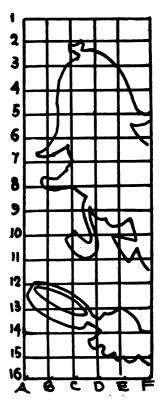
The man's window is also easily set up. The interchangeable fixtures go a long way toward the completion of the composition of the window and the merchandise required is not large. The poster will appeal the masculine sense of humor and is easily reproduced by the aid of the chart on this page.

These windows and adequate advertising and store displays will help materially to add "velvet" to the Christmas season's volume and profit.



If you have not sent in for your copy of the instruction sheet which tells how to build the HARDWARE AGE interchangeable display fixtures in your own workshop or have them built by a local carpenter, send now. The sheet gives full instructions and is free of any charge. Send today for yours. It will enable you to instal attractive windows with a minimum of effort.

HARDWARE AGE wishes its display men readers a Happy and Prosperous New Year—and will strive to assist by these displays in realizing it with them.



### New Year Resolutions in A. B. C.

EW year resolutions will go a long way toward making the next twelve months a more profitable year for the hardware dealer who carries them out faithfully.

Why not set up a check-chart to guide you for the new year and then hew close to the line.

I WILL

Check Here

> ADJUST my business to conditions as they are today, not as I hope they will be tomorrow;

BE a better merchandiser and advertiser, let people know I am here and make them talk about me;

CALL for more rigid analysis of my business to see what improvements can be made in its appearance and service;

DO a better job of applying more intelligence to the operation of my business;

EAT into the problem of expense with care and caution, attacking costs so that every classification will share in the necessary reductions; eliminate costs due to duplication and inefficiencies;

OUND a business policy which is ever improving and advancing to meet changing conditions;



HOLD and establish prices which will give me a reasonable profit on everything I sell, regardless of who-else cuts prices;

NBED faith in myself, in my business, and in my community.

JUMP at new ideas, new methods, or new equipment with an open mind;

EEP my windows the talk of the town and make them do something more than merely bring light into the store;

TEAP into every effort that will make my service to the public as COM-PLETE as possible;

AKE every effort to keep my store inviting to the public, outside as well as inside;

UMBER every sales event carefully for the year and plan well in advance, so that these plans may be carried out faithfully;

\_\_OUTLAW all thought of lower standards to meet lower prices because goodwill and prestige are attained at too great a price to be discarded lightly; PLAN to respect my business and make others respect it too;

RESOLVE to sell only quality hardware and other merchandise because the future of my business depends on it;

\_\_\_\_\_STRIVE to buy more accurately and to better advantage;

RAIN my salespeople to sell more intelligently;

selling, use more salesmanship than ever, explain things more, talk about them, bury impatience in a mask of courtesy;

\_\_ W ATCH my credit with those I buy from and with those who buy from me;

AMINE my costs more closely, effect economies, avoid undue extravagance, and still give good service;

\_\_Y ODLE my customers more, flatter their tastes, approve their desires;

ZENITH is defined as the culminating point of greatness, so let me resolve to stick to these resolutions so something may come of them and I may attain success for 1936.

### The Hardware Age

# PLATFORM

### Hardware Age Believes:-

1—With proper cost control, distribution from manufacturer-to-wholesaler-to-retailer will continue the economical and practical method for merchandising most hardware lines.

2—Retailers should focus their effort and thinking more on selling than on buying, and should concentrate their buying in the fewest possible sources of supply. Sales opportunities should govern purchases.

3—The wholesaler function cannot be eliminated, though distribution costs could and should be reduced. Cooperative buying transfers but does not eliminate the jobbing function and its costs. In most cases, cooperative groups could work successfully with existing wholesaler machinery, if all factors observe rigidly the conditions required in a cooperative group. A compromise may be the further development of jobber owned retail stores or dealer owned jobbing plants.

4—Price competition will always be a vital factor in retailing, but permanent success demands a new appreciation of quality merchandise. Added costs that do not carry with them added value to the consumer should be eliminated. Manufacturers' suggested resale prices should provide adequate margins for both wholesaler and retailer, giving full consideration to required stock investment and to frequency of turnover. Manufacturers who aim to distribute mainly through hardware channels should avoid price discrimination in favor of chain store and mail order companies. If they furnish such outlets with competitive grade products at special prices they should offer their regular distributors the same goods on the same basis.

5—The basic problems of retail hardware dealers are: to get more people into their stores; to provide a store in which service, variety of goods and values encourage patronage; to facilitate second or extra sales by

grouping related merchandise together; to promote aggressively the sale of more higher price units to offset the narrow margins of many small sales which are inseparable from hardware retailing, and to develop outside selling.

6—Hardware dealers should promote the sale of all related specialties which have a profitable market, but not to the detriment of standard backbone lines such as tools, builders' hardware, housefurnishings, paints, etc. With proper balance of effort and thinking specialties should help sell staples and vice versa.

7—The hardware store should resume the mechanical services which formerly centered there: tinsmith and sheet metal shopwork, sharpening scissors, skates, lawn mowers and edge tools; making keys, fixing locks, putting in window glass, miscellaneous simple repairs, etc. Such services are profitable and attract customers.

8—A few strictly cash-and-carry retail hardware stores can succeed. For the majority of stores, a sane credit and instalment selling basis is desirable. American consumers expect such extra service plus deliveries, particularly when they buy higher value units.

9—Window and interior displays should include visible, value-creating price cards, and a higher standard of lighting. Window displays and interior lay-outs (particularly table displays) call for frequent change.

10—Hardware merchants should give more attention to selecting and training sales personnel. This means regular store meetings and constant use of helps offered by business papers, trade associations and traveling salesmen. Experienced employees should share authority and responsibility.

11—Merchants and employees should adapt all useful methods practised by chain stores, mail order houses and other competitors.

With full confidence in the future of the hardware business, HARDWARE AGE dedicates its editorial efforts to the principles embodied in these eleven points.

ON CHARACTER CHA

### The Industrialist and Politics

and eighteen years ago some human being, wandering over the rugged plains of Laurium, not far from Ancient Athens, held in his hand a piece of jagged rock. Who he was, whether a freeman or a slave, whether an explorer or a casual passer-by, the world will never know. No monument will ever be erected to his memory, and, yet, within his hand he held the key to life for generations yet unborn; because of him you and I may gather here today.

That piece of silver ore was the beginning of the mining industry of Ancient Greece. With the profits from that industry Athens built her navy, and with that navy she turned back the Persian hordes of Xerxes at the battle of Salamis. The fact that the outcome of this battle determined that the coming civilization of Western Europe, the civilization inherited by you and me, was to be an Occidental and not an Oriental civilization, has caused historians to call Salamis the first decisive battle of the world.

During the next eleven months the people of this country must engage in another battle, and it may well be that it will be the final one, decisive of the fate of our civilization. Strangely enough, the same question is again involved as was involved in that struggle almost 25 centuries ago -the question of whether future civilization is too Oriental or Occidental. True, we are not fighting Oriental ships and Asiatic men, but we are fighting Oriental systems of government, and Oriental philosophies of life, implanted

Address of S. Wells Utley, president of the Detroit Steel Casting Co., before the Congress of American Industry in conjunction with the annual convention of the National Association of Manufacturers at the afternoon session, Thursday, Dec. 5.

By S. WELLS UTLEY

in the minds of well-meaning but deluded people, implanted in the minds of other people who would gladly wreck our structure for their own personal gain.

### Two Forms of Government

These are only two forms of government: "That whereunder people govern themselves, and that whereunder they do not; that whereunder the inalienable, Godgiven rights belong to the citizen, or that whereunder these rights belong to government, and the citizen possesses only such rights as that government chooses to delegate to him."

Under the former, a form of government which has been in existence less than 150 years, the common, every-day man, in this country has been secure; secure in his right, irrespective of class or birth, to develop his inherent ability to the highest possible point; secure in his right to speak his thoughts unmolested, to worship his God as he chooses, and to have a press which is free to criticize government and those who conduct it; secure in his right to choose a business and conduct it as his judgment dictates; secure in his right to freedom from tyrannical persecution, in his right to a trial by jury, to freedom from indictment except by a grand jury, and to the legal right to compel the testimony of witnesses; secure in his home by the provision that his property cannot be seized by government except through due process of law, cannot be entered and searched except upon on order from the court, cannot be taken over by the government for the quartering of troops or other purposes without his consent; and,

finally, he is secure in his right, as the sovereign power in the State, peaceably to petition his government, or change that government and the people who constitute it.

In return for this security, for the freedom to manage his own affairs, so long as he obeys the law, the common man has of necessity assumed certain obligations and duties; the obligation to stand on his own feet, and to stand by the consequences of his own acts, whether they be successful or unsuccessful, to support himself and his family, to act as a law-abiding member of the State, and to support the government of that State.

No man can freely and impartially discharge his duties as a citizen so long as he is supported through the payroll of a political government, so long as his daily bread comes as a hand-out from that government, so long as the amount and character of the crop he plants, or the business he does, is subject to political control, so long as his operations are dependent on contracts financed by government money, so long as his sources of credit are controlled by political forces, so long as his home or his business is subject to mortgage held by government. There is infinitely more danger of human liberty being sold for glittering baubles than there is of its being lost through defeat in

With the advent of the present Administration, led and manned almost entirely by men who have never produced a dollar's worth of real wealth in their lives, has come a definite declaration that the principles upon which the American nation has been built are a failure; that they must be cast out; and that for them must be sub-

stituted principles imported from abroad and alleged to be new, but as a matter of fact, as old as human history, in truth, the very principles from which our forefathers fled to this country. It has been repeatedly charged that the reason we have suffering and want is because we have produced too much wealth, and that the way to correct the situation is to destroy that wealth, so that we may all be poor together; it has been repeatedly charged that the business man, the leader in wealth creation, is responsible for the depression, and that the way to get out of it is to handicap in every way possible those who are responsible for producing the things we need; it has been repeatedly charged that the average man is no longer able to take care of himself, that he is no longer capable of planning and directing his own life, but that this must be done for him by government, through bureaus and commissions appointed by politicians.

### The Increase in Federal Power

Time doesn't permit our going into the details of all the laws which have been enacted during this period. Suffice it to say that notwithstanding all of their apparent inconsistencies, they have this in common, that they tremendously increase the power of the Federal Government, and specifically of the President, over the life and activities of the citizens; that they correspondingly curtail the right of the citizen to regulate his own life; that they materially and severely curtail and abridge those things which previously have been considered inalienable rights; and that, as a whole, they tend definitely to decrease the productivity of the country. Each and every one of them proceeds on the theory that it is a crime "to make two blades of grass grow where one grew before." Each and every one seeks to take away wealth from those who, through ability and industry, have acquired it, and give it to those who for some reason or other have been unable to produce as much as they have consumed. Each and every one, while prating of security, actually makes less secure the life and work of every

business man, farmer, clerk, and working man. They all proceed on the fundamental principle that government should have control of the details of the life of the people, rather than that citizens should have control of the power of government.

### Government As the Supreme Arbiter

There can be no argument as to what the present Administration is seeking to do. Its members have been perfectly frank as to



S. WELLS UTLEY

their intentions. In his message to Congress, Jan. 3, 1934, the President stated that America must have "a permanent readjustment of many of our ways of thinking, and, therefore, of many of our social and economic arrangements," after which, he goes on to speak of "the new economic order," and "the proletarian State." In his message a year later he said, "We have undertaken a new order of things; the outlines of the new economic order, rising from the disintegration of the old, are apparent," leaving the impression that he, like Mussolini, believes in the authoritarian State. a State in which "the Government is the sole and supreme arbiter of the needs of society."

Doctor Tugwell, still on the public payroll as a high official of the Agricultural Department, in his recent book says: "For many years the technical task of devising plans for regulating our complex economic interests was too difficult to attempt. But today we know that this is no longer true, for Russia

has shown that planning is practicable." From what are said to be official sources, which so far as I know have never been challenged, we find that up to 1926, as a part of that planning, the executioner disposed of 28 archbishops and bishops, 6765 priests, 6575 teachers, 8880 doctors, 54,850 officers, 260,000 soldiers, 150,000 police officers, 48,000 gendarmes, 355,-250 intellectuals, 198,000 workers, 915,000 peasants, a total of slightly over two million souls. Other statements of conservative and creditable observers relative to famine conditions of the last four years lead to the inevitable conclusion that the political and economic system in Russia today has cost twice as many human lives as were sacrificed on both sides of the line in the 52 months of the World War. Does Doctor Tugwell mean to say that this is the way toward increased happiness for the American people, or is he too densely ignorant to know the practical results of the fine theories he expounds so glibly?

### The Downhill Slide

Nor do these conditions come through conscious effort. We are like a man who loses his footing on a mountainside; once started, natural forces carry him down without effort on his part; only by stopping himself, only by slowly and laboriously retracing his steps, can he escape inevitable doom. Cotton control leads to peanut control, peanut control leads to potato control, and finally to the control of all other products. Excessive taxation of income leads to confiscation of savings and capital, and after these are exhausted, to a levy on other things, until the State owns everything, including the lives of its subjects. When this condition arrives, the sole remaining question to be decided is whether the life of a particular individual is worth as much as the food he consumes, and in millions of cases the answer is in the negative. Communism may be a beautiful theory, but its inevitable result is misery, slavery, and death.

Those of us who still believe in the effectiveness of the fundament-(Continued on page 85) News of Retailers, Jobbers and Manufacturers and Salesmen

# NEWS OF

HARDWARE AGE FOR

### NEW I.C.C. TRUCKING RATES SHOW MINOR CHANGES SHOULD BECOME EFFECTIVE FEBRUARY 14, 1936

Most hardware items take same rating base as before. New Classifications, taking into consideration four zone plans will be published in two books to handle both carload and l.c.l. shipments. Present mixed truckload provisions will continue.

decided upon by the Interstate Commerce Commission, motor truck rates under the new Motor Vehicle act will go into effect Feb. 14. It is hoped by the trucking industry to have the rates printed and ready for filing with the commission by Jan. 15. Except for minor adjustments present ratings will be preserved, though truck rates will not go below fourth class in eastern and western territories. These two territories together with southern territory make up the geographical division of the country for rate making purposes. They are making purposes. They are identical with the three great railroad divisions, official, southern and western classifications.

All hardware items "not otherwise in dexed by name" (NOIBN) will carry the same ratings in all three territories as at present except where they are now different. An example of a variant in hardware item rates relates to so-called Rule 25, now in third class. It has been changed to third class in eastern and second class in southern and western territories.

Work of preparing the national motor freight classification has proven to be a huge task, but now is virtually completed. The work was delegated by the National Rates and Tariffs Committee of the American Trucking Associations, Inc., official tariff publishing agent, to a group of traffic men whose companies volunteered their services.

The classification will be published in two books. One classification will contain less-than-truckload (LTL) ratings, while the second will show ratings for volume shipments. Ratings for LTL traffic will provide four classes with an additional provision for the class previously called R-26 in eastern territory.

Unless extension of time is In southern territory there will be six classes and in western territory there will be four.

Volume ratings will list quantity weights to coincide with those generally used and will show the same ratings for the foregoing classes, with the following additions: In eastern territory, classes 5 and 6; in southern territory, classes 7, and in western territory classes 4 and 5.

Ratings in the classification covering volume shipments "do not apply in states where provisions of law for load limit is less than the weight expressed in this classification as a basis for such volume ratings, and for such states the carrier shall show in rate tariffs any rules for volume ratings which it uses." This ruling has been made by the National Rates and Tariffs Committee. In such rates, shippers may be denied the advantage of the lower volume ratings, it has been pointed out, because of the weight limitation laws. Shippers thus affected, the ATA has announced, may be expected to join hands with the organized truckmen in campaigning for liberalization of "the drastic weight restrictions."

Classifications rates are being revised to conform to the needs and advantages of the industry and descriptions of commodity items are being simplified wherever possible.

The LTL classification is being set up under a one-column rating. Where commodities are rated differently in the three territories shown in the official classification, the LTL book will indicate as much by a combination of letters and numerals. Example: In the case of a rating third class in the east, third class in the south and fourth class in the west, the designation will be 334. In the case of a commodity rated R-26 in

the east, third in the south and fourth in the west,, the designation will be F-34. Numerals and letters adopted indicate rates, as, for instance, N-4 TL means four times first class. The letter O means "subject to rates and regulations of individual carriers, and the letter P means "Not taken."

Pending further instructions, the committee is preserving in the volume rating book, the present mixed and truckload provisions which have been in use for many years.

Publication of the classifications in two books was decided
upon after careful study made
it clear that in certain areas
the carriers would not want to
distribute an LTL publication
containing ratings and minimum
weights that might be appropriate for other areas. It was
agreed that arrangements should
be made so the trucking industry need not adopt foreign issues
or compile many separate publications.



HENRY J. MENGES

### MENGES RETIRES FROM WOODWELL COMPANY

Henry J. Menges has retired as general manager of the Jos. Woodwell Co., Wood St., Pittsburgh, it was recently announced. Although he has retired from active service he will continue to be associated with the firm in an advisory capacity and will receive a pension for his 60 years of invaluable service.

### McLEOD CO. CELEBRATES 63 BIRTHDAY BY ADDING TO ITS LINES AND MOVING TO 4-STORY BUILDING

A. H. McLeod Co., Mobile, Ala., founded in 1872 as dealers in marine supplies, is celebrating its 63d anniversary by extending its services to hardware, home furnishings, paint, electrical goods and sporting goods, and moving into new and larger quarters.

The firm's new home, a fourstory building at the corner of Dauphin and Water Sts., is spacious enough to permit not only the expansion of the company's range of marine supplies and its special canvas goods manufacturing loft but to allow ample room for the new lines. The first floor is devoted to retail supplies, hardware, household utilities, paint and sporting goods. A balcony overlooking the street floor is used for the office equipment and staff of the company.

The second floor contains the motor repair department and storage space. A rigging loft and storage space fill the third

floor. On the fourth floor canvas goods is made.

For the opening in its new home, McLeod Co. distributed souvenirs to the first 1,000 men and 1,000 women visitors. "True Value" week was inaugurated, featuring "True Value" hard-ware and household utilities, a brand sold exclusively by the firm and manufactured by Hibbard, Spencer, Bartlett & Co., Chicago, one of the oldest hardware concerns in America. Two editions of The Mobile Times carried double pages of advertisements, many of which contained messages of congratulation from nationally prominent manufacturers and wholesalers.

John I. Morrill is manager. He joined the firm in 1915 and four years later bought out the concern, operating it since. Sixteen persons are employed in its various departments, including experts in the manufacture of "Sea-Tested" canvas goods and tarpaulins, repairing motors.

## THE TRADE

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**JANURAY 2, 1936** 

### PA. RETAIL SEEDSMEN'S CONFERENCE JAN. 9-10

Retail distributors of farm and lawn seeds in Pennsylvania are invited to attend a conference at the Pennsylvania State College, State College, Pa., Jan. 9 and 10, 1936. The conference will take place in room 109, Agricultural Building.

For many years the Pennsylvania Experiment Station has been testing varieties of grain crops and strains of alfalfa and clover at State College and a series of tests of grasses adapted to fine turf and pasture have been under way. Numerous demonstrations have also been conducted in almost every county of the state under the supervision Service to determine the general adaptation of the best varieties of field crops, pasture and fine turf plants.

As a result of these tests a large amount of information regarding the adaptability of the various varieties and types of these crops to Pennsylvania conditions has been accumulated. The thought in mind is that this information is of great value to the retail distributors of field crop and grass seeds.

Discussions will be led by the men who have been directly responsible for conducting the tests and demonstrations. Ample time will be allowed for round table discussions and the answering of questions. The conference will also afford an opportunity for those interested in the seeds of vegetables and ornamentals to take up their problems with the specialists in these lines.

Thursday afternoon will be devoted to farm seeds and Friday morning to pasture and fine turf seed problems.

### GIBSON HELD PREVIEW MEETING IN NEW YORK

Executives of the Gibson Electric Refrigerator Corp., Greenville, Mich., who attended the preview meeting held at the Hotel Commodore, New York City, in December, report that this meeting was a success. Both from the standpoint of attendance and the advance orders, L. E. Taufenbach, sales manager, felt that the enthusiasm of distributors and dealers was high.

Many distributors from Denmark, Sweden, Finland, Argentina, Uruguay and Chile were present.

### AWARDS MADE AT PRATT & LAMBERT XMAS PARTY

Officials and employees of Pratt & Lambert, Inc., assembled Tuesday afternoon, Dec. 24, in the administration building at 73-97 Tonawanda St., Buffalo, N. Y., for a Christmas party during which awards were made for continuous service with the company.

Harold E. Webster, president. made the presentations following a brief address in which he touched upon the conditions of business generally, the company's progress and expressed the management's appreciation for the loyalty manifested.

Watches were awarded for 20 years' service while cuff links were awarded to the men and bar pins to the ladies for 10 years' service. After a lapse of four years, the company revived

a 30-year old custom, presenting a fine plump turkey to each employee at Buffalo, Fort Erie, New York and Chicago.

### AMERICAN STEEL & WIRE APPOINTS JORDAN

Harvey B. Jordan has been appointed Cleveland district manager of the American Steel & Wire Co., Chicago. He has been associated with the company in various capacities for 18 years. Mr. Jordan was first identified with the iron and steel industry as a chemist for the Aliquippa works of the Jones & Laughlin Steel Corp. and later at the Saxon furnaces of Joseph E. Thropp Co., Saxon, Pa. After graduating from Penn. State College in 1917 he joined the American Steel & Wire Co. and held various positions at its Central furnaces. From 1927 to 1933 he was superintendent of blast furnaces and docks and in 1934 became director of manufacturing practices and production

### PINCUS MADE ASST. MGR. STANLEY'S N. Y. OFFICE

Charles Pincus has been appointed assistant manager of the New York office, 100 Lafayette St., for The Stanley Works, New Britain, Conn. Mr. Pincus is a well known representative of the



CHARLES PINCUS

company in the New York Metropolitan district. He is a past Chief Booster of the New York Hardware Boosters.

R. S. Cornell, manager of the New York office, has been ill for a number of weeks. He, however, is showing much improvement but will not be able to return to work for some time, as a period of convalescence in the South is prescribed. During his absence, Mr. Pincus assumes all duties of manager.

### ALABAMA ASSN. TO CONVENE MAY 5-7

The Retail Hardware Association of Alabama, Inc., will hold its annual convention and exhibit at Battle House, Mobile, Ala., May 5, 6, and 7, 1936, it was announced by secretary J. H. Crowe.

### WISHES TO REPRESENT MFRS. IN BELGIUM

David Hartog, a sales agent operating on a commission basis at 12 Rue de la Fraternite, Brussels, Belgium, is interested in contacting manufacturers who desire representation in Belgium. He is particularly interested in a complete line of butchers' tools, saws, cleavers, knives, etc., and shoe repair tools.



Trucks and trailers are being used by some of the distributors for the home appliances of Fairbanks-Morse Home Appliances, Inc., Chicago, for taking their merchandise to dealers instead of getting the dealers to come to them. These trucks carry Fairbanks-Morse refrigerators, radios, washers and ironers to the dealer's front door.

#### PLANS COMPLETED FOR INT. HOUSEWARES SHOW

In as much as there will be a great many new products exhibited in the First International Housewares Show, Merchandise Mart, Chicago, Jan. 6-8, 1936, the Hall of Science will be devoted largely to merchandising and educational displays rather than to simple exhibits of merchandise, according to J. P. Corlev, manager of the show. Consequently many products will be shown only incidentally in the Hall of Science and will be dependent on other displays in the show itself for the presentation of new lines.

Kenneth Collins, executive vice-president of Gimbel Bros. and four housewares merchandisers will participate in a round table housewares clinic. Those who will participate in the clinic are: E. W. Shaw, May Co., Cleveland; C. W. Amos, housewares manager of Scruggs-Vandervoort-Barney, St. Louis; R. W. Fogel, Crowley-Milner Co., Detroit, president of the Detroit Housewares Club: and George Brown. general housewares manager for Marshall Field & Co., Chicago.

Mr. Fogel will be accompanied on his trip from Detroit by a large number of representatives of hardware stores in the Detroit area, for whom a special room has been set aside in the Mart to serve as buying headquarters during the show period.

### SIGNAL ELECTRIC NAMES N. Y. REPRESENTATIVE

Signal Electric Mfg. Co., Menominee, Mich., has appointed Walter J. Goggin, 376 W. Water St., Syracuse, N. Y., as its New York State representative. Mr. Goggin is well acquainted with the wholesale trade and has had many years' experience as a manufacturer's agent. He will cover all of New York State, with the exception of New York City, for Signal products.

### G-E SUPPLY MAKES **EXECUTIVE CHANGES**

'Gerard Swope has resigned as chairman of the board of directors of the General Electric Supply Corp. and J. L. Buchanan, formerly president, has been elected chairman of the board in his stead. J. L. Busey, formerly manager of sales of the appliance sales division of the Merchandise Department of the General Electric Co., Bridgeport, Conn., has been elected president of the General Electric Supply Corp.

Mr. Busey became associated with the electrical industry in 1909 as a salesman for Capital Electric in Salt Lake City. He the retail and wholesale fields. In 1919, he joined Butte Electric Supply and in 1925 became associated with Pacific States Electric as assistant to the president in charge of sales. In 1929, he went to Boston as New England district manager of the G-E Supply Corp., becoming successively appliance sales manager and general sales manager of the supply corporation in 1932. That same year he was appointed manager of appliance sales of General Electric's Merchandise Department, continuing in that position until his recent election to the presidency of the G-E Supply Corp.

### ALLEN LOCATES IN CHICAGO AS MFRS. REP.

George A. Allen has opened office as manufacturers' representative in Chicago at 320 Madison Terminal Bldg., 9 S. Clinton St. He covers the states of Illinois,



GEORGE A. ALLEN

Michigan, Ohio, Indiana, Wisconsin, Minnesota, Iowa and Missouri, and calls on hardware, mill supply and electrical wholesalers, in which fields he is well known.

Mr. Allen, for over 15 years, was Western representative for the Charles Parker Co., Meriden, Conn. He left that company in January, 1933, and started a manufacturers' agency at which he has been successful.

### REPUBLIC APPOINTS SALES METALLURGIST

T. T. Johnson has been appointed sales metallurgist for Republic Steel Corp., Youngstown, Ohio, Pig Iron Division. He will be attached to the Birmingham, Ala., district.

Mr. Johnson, after completing a specialized education in industrial chemistry, became associated with the U.S. Pipe & Foundry Co., as chemist at the Bessemer, Ala., works. From 1909 to 1920 he was chief chemcupolas and melting. From 1920 to 1921 he was assistant general superintendent and then was made general superintendent in 1921 in which capacity he continued until his recent appointment by Republic. During 1913 he was transferred to the Chattanooga, Tenn., and Burlington, N. J., works of the U. S. Pipe & Foundry Co., doing experimental work in the manufacture of cast iron shells for the U. S. Govern-

### ST. LOUIS SALES MGRS. HONOR RICHARDSON

A. E. Richardson, sales manager of the Simmons Hardware Co., St. Louis, Mo., has been elected vice-president of the Sales Managers' Bureau of the St. Louis Chamber of Commerce for the coming year.

### MAHONING GROUP **ELECTS OFFICERS** FOR 1936

At the Dec. 19 meeting of the Mahoning Valley Hardware Group (Ohio) the following officers for 1936 were elected: Donald Evans, president, Donald Evans Hardware; C. F. Masu, vice-president, Masu & Perkins Co.; Sol Boych, treasurer, Gardner & Boych Co., 1700 Wilson Ave., Youngstown, Ohio; Ben Zurbrick, secretary, Geo. Worthington Co., Cleveland, Ohio.

Judge C. M. Woodside addressed the meeting on the necessity of hardware dealers keeping their business and financial affairs in order. Results of one year of the sales tax in Ohio and its reenactment were discussed. President Paul Gleckler presided.

### SMALL BUILDINGS MAKE BIG BUSINESS, MEYER TELLS BUILDING CONGRESS AT MEETING

the Washington Post addressed 600 people attending the New York Building Congress Recovery Luncheon meeting in the Grand Ballroom, Hotel Commodore, Dec. 18, 1935. His subject, "Small Buildings Make Big Business," was broadcast over WEAF and NBC red network from 1:30 to 2:00 p. m. Rolland J. Hamilton, president of the American Radiator Co., introduced Mr. Meyer. Thomas S. Holden, vice-president, F. W. Dodge Corp., and president of the New York Building Congress, 101 Park Ave., New York City, presided at the meeting.

Mr. Meyer pointed out that housing is the one major industry in which so far we have failed to suit every income level and that 30 per cent of our population, according to the 1930 census, could only afford a rental of approximately \$14 per month. He expressed the opinion that the Federal Government had not been very successful in its attempts to wrestle with the problem of slum clearance; that the high costs of these experiments have called attention to the weak spots in the building industry, and also, perhaps, to the weak spots in the government administration. He felt that some of the reasons for the lack of cheap housing facilities were: antiquated methods of financing; high interest rates; overspeculation; and a lack of close coordination in the building trades that would not be tolerated in any other industry.

In comparing low-cost housing projects in England with those spent the next ten years in both ist and had active charge of in America, Mr. Meyer called

Eugene Meyer, publisher of attention to the fact that Great Britain, in proportion to population, has accomplished nearly twice as much within one year in the way of modernization of housing facilities as we did in our peak year of construction in 1925. He said, "On the basis of supply and demand as they existed in 1929, the country is about six years behind on its residential building program."

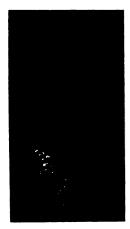
He went on to say that "we need small-building construction far in excess of anything witnessed in the past, and that in this field lies the greatest opportunity for the building industry. Nor is the development of this field dependent upon increasing population, for there are several other important factors constantly at work-obsolescence, fire losses, advancement to a better standard of living. and redistribution of population.

"There is no doubt in my mind that the time for revival of small home construction is at hand. It is already in evidence in many different sections of the country. We need only to remember that building contracts for residential construction, according to F. W. Dodge Corp. figures, jumped from a little less than \$202,000,-000 in 1933 to \$394,000,000 thus far in this year.

"The business of small-building construction may need assistance in many forms-clarification and simplification of financing, so that money can be available on easier terms; improved methods of construction and better annual distribution of building activities, so that labor may be more easily employed."

#### **BOULWARE, VICE-PRES.** OF THE CARRIER CORP.

L. R. Boulware has been appointed vice-president and general manager, effective Jan. 1, of The Carrier Corp., Newark, N. J., prominent in the manufacture and installation of airconditioning equipment.



I. R. BOULWARK

Mr. Boulware for the past 11 years has been general sales manager of the Easy Washing Machine Corp., Syracuse, N. Y. Prior to that, he was for five years engaged in manufacturing in Michigan, holding the positions of purchasing agent and factory manager. Previously he was associated with a heavy machinery manufacturer where he had charge of the general accounting, cost accounting, credits. collections and internal administrative work.

Mr. Boulware has been prominently identified with activities in the electrical industry as a whole and with outside marketing and management of study groups, such as the American Management Assn., the Marketing Executives' Society, the Sales Executives' Club of New York, the American Marketing Assn., the Advertising Club of New York and the Sales Managers' Club of New York. He has been a speaker at numerous conventions.

#### HANDLE FIRM OBSERVES **EIGHTIETH ANNIVERSARY**

Turner, Day & Woolworth Handle Co., Louisville, Ky., has been engaged in the manufacture of handles for 80 years. The company was formed in 1855 by Norman Day and Sidney Turner in Norwich, Conn., and by successive stages of enterprise, development and progress, has reached a prominent place in its field.

To mark its anniversary, the firm has recently published an damage to the stock.

interesting and attractive booklet entitled "Handling the World Since 1855.

Many of those connected with the company as it is today have been in its service for a long period of years. The present officers are: chairman of the board, Charles D. Gates; president, H. Lee Bassett; vice-president and treasurer, W. R. Creal; vice-president, Robert H. Gates; and secretary, L. L. Anderson.

Charles D. Gates has served the firm since 1877, holding every office except that of treasurer. He was president and general manager for 20 years. Mr. Creal has been with the company 30 years. Robert H. Gates also has a 30-year record, 13 of which were as vice-president and general manager. In connection with his present office, he has charge of sales and production.

### **REPUBLIC MOVES CLEVELAND OFFICE**

Effective Dec. 30, the Cleveland, Ohio, District Sales Office of Republic Steel Corp., Youngstown, Ohio, was removed from the Union Trust Building to 920 Republic Building. Telephone number of the new office is Prospect 1400. W. E. Collier continues in charge of the office as district sales manager.

### **\$100,000 FIRE SWEEPS** STRONG HARDWARE CO.

A \$100,000 fire swept through the Strong Hardware Co., 335 George St., New Brunswick, N. J., Dec. 16. The blaze, which started in the cellar and is believed due to a defective furnace. threatened to destroy the frame structure.

For more than three hours every available piece of fire apparatus poured water into the building. Within an hour after the fire broke out, the floor of the store collapsed and thousands of dollars worth of merchandise, including Christmas goods, plunged to the cellar. Wall cases and shelves also toppled and added to the debris.

Alvin A. Hastings, president of the Strong Hardware Co., said at his home, 120 South First Ave., Highland Park, that he was not yet ready to announce rebuilding plans. Stock was valued at \$85,000 by Mr. Hastings. It was estimated that damage to the building would be at least \$15,000. Mr. Hastings said he did not believe the insurance would provide full coverage for

### MARSHALL FIELD REPLACES WHOLESALE DEPT. WITH A MANUFACTURING DIVISION

Marshall Field & Co., Chicago, | Ill.. has announced that the division of the company formerly known as the Wholesale Department will be known henceforth as the Manufacturing Division. This unit will concentrate on goods manufactured or imported by the company. The firm will cease to operate as a jobber of goods manufactured by others.

This program doesn't affect the operation of Field's retail stores. which have operated independently of the Wholesale Department for many years. The decision to adopt this policy came after several months' intensive research and study. The man-agement feels that, because of improved conditions, this is the logical time to launch this new program.

Mr. McKinsey, chairman of the firm, stated that the policy was adopted because of the rapidly increasing demand for the firm's manufactured products, and because of the increas- Mears, sales manager.

ing difficulty of operating both as a manufacturer and a jobber.

The sales and merchandising activities of the Manufacturing Division will be divided into five major groups, which will include the following: silk, wool, rayon and cotton dress goods; blankets, sheets, bedspreads, towels and linens; hosiery and underwear; handkerchiefs, lingerie, gloves, cotton dresses; floor coverings, curtains and draperies.

A separate sales organization will be organized for each group and these will be coordinated under the supervision of Grant S. Mears, general sales manager. The organization structure of the new division will be simplified as much as possible. Its general management will be in the hands of Hughston M. McBain, general manager, J. P. Margeson, assistand general manager and merchandise manager, and Grant S.

#### E. C. ATKINS ISSUES MERCHANDISING BOOKLET

A new 63-page booklet entitled . "Smoother Sale-ing" has been published by E. C. Atkins & Co. It is attractively illustrated and arranged to open upwards as a pad, and is available gratis on request to the company at 410 South Illinois Street, Indianapolis, Ind. The booklet is designed as a merchandising service for the hardware dealer, and provides a month-by-month 'memory stimulator," as well as many suggestions for increasing hardware sales.

Contained therein are pages suggesting Atkins tool stocks for hardware stores having an annual sales volume in tools of \$5,000, \$2,500 and \$1,000. These lists suggest a method for keeping a well-balanced stock of high-grade and medium-priced Atkins Saws and other tools based on the volume of annual tool sales. Additional features of the booklet are: a list suggesting twin sales; ideas for window displays; twelve photographs of | provides an inventory of same.

dressed windows, one for each month of the year, together with a convenient monthly calendar suggesting weekly specials for Atkins and other products; and a special tabulation sheet for recording store advertising expenditures.

Atkins' services described in the booklet are: window display material; envelope enclosures that are furnished, imprinted, to Atkins dealers; ready-made newspaper ads available in mat or electrotype form; and sales booklets comprising an Atkins library of suggestions for everyone who owns or uses tools.

Coincident with the publication of this book, the firm's personal letter service to dealer's pros-pects has been reinstated. This service, which consists of a series of three letters mailed to the dealer's prospect list, is available to any Atkins dealer who guarantees that he has at least \$25.00 invested in Atkins goods, and

### STREINE TOOL TO **ERECT NEW BUILDING**

The Streine Tool and Mfg. Co., New Bremen, Ohio, has recently broken ground for the construction of a two and onehalf story building that will be used for storing patterns. The building is to be 40 feet wide and 70 feet long and it will stand immediately south of the main factory building.

### IDAHO ASSN. TO MEET JAN. 23 AND 24

The Idaho Retail Hardware and Implement Association will hold its annual convention at Pocatello, Idaho, Jan. 23 and 24, 1936, it was announced by E. Bell, Box 1254, Boise, Idaho, acting secretary-treasurer. The association has not definitely decided upon the convention head-

### ASSOCIATED DEALERS WILL MEET

AT DULUTH, JAN. 27TH TO 30TH

D. R. Mackenroth. general manager of the Marshall Wells Co., Duluth, Minn., has announced the dates of the ninth annual Associated Hardware Stores' and Salesmen's Convention for Jan. 27, 28, 29 and 30.

Four hundred or more hardware merchants and salesmen from the states of Montana, North Dakota, South Dakota, Minnesota, Wisconsin and upper Michigan are expected to attend. Advance reservations indicate the largest attendance on record.

In addition to the speakers on the staff of the Marshall Wells Co., several nationally known authorities in the hardware field will address the group.

A large portion of the time will be used to study more progressive and modern merchandising methods, including better salesmanship, improved displays, modern store arrangement, better stock control, and more successful retail management.

On the following Monday, Tuesday and Wednesday, Feb. higher standard of general mer-3, 4 and 5, a clerks' school will chandising ability.



D. R. MACKENROTH

be held for the first time. The purpose of this school will be to educate retail salesmen to a

### FROM BURHANS & BLACK

Howard Crabb, who for the past few years has been retail manager and later sales manager for Burhans & Black, Inc., Syracuse, N. Y., has resigned. His resignation took effect Jan. 1. He at that time became associated with the Bettendorf Lumber & Supply Co., Bettendorf, Iowa, as manager of its retail department.

### INGRAHAM, SALES MANAGER FOR LOGAN

Lee H. Ingraham has joined the Logan Gear Co. and Bingham Stamping & Tool Co., Toledo, Ohio, as sales manager. The latter company has recently brought out a complete line of passenger car jacks, including a newly patented bumper-type "Quick-Lift." Mr. Ingraham was formerly sales manager for The Standard Vacuum Cleaner Mfg. Co., Cleveland.

### WISCONSIN IMPLEMENT **DEALERS ADOPT CODE**

The Wisconsin Implement Dealers' Association at its annual convention, Dec. 11 and 12, in the Milwaukee Auditorium adopted a code of fair trade practices to be put in effect among its more than 500 firms. The following were elected officers of the association: L. P. Rosenheimer, Kewaskum; Harwood clock, gifts of the employees,

HOWARD CRABB RESIGNS | Page, Prairie du Sac, vice-president; and Paul F. Scharine and M. R. Williams, Delaven, treasurer and secretary. Directors elected were Herman Eberhard. Newton; Austin Schroeder, Markesan; and Theodore Watermolen, Ripon.

### H. C. ATKINS HONORED WITH BIRTHDAY PARTY

Henry C. Atkins, president and general manager of E. C. Atkins and Co., Indianapolis, Ind., was recently given a surprise party honoring his 67th birthday anniversary. Office and factory employees congregated at a previously appointed place in the Atkins factory where Mr. Atkins was directed by a ruse.



A fitted traveling case and a combination desk lamp and

were presented by Fred C. Gard- | CUTLER-HAMMER NAMES ner, secretary - treasurer. Mr. Gardner in turn was presented with a junior floor lamp in appreciation of his 54 years of service.

A basket of yellow crysanthemums and other fall flowers was given to Mrs. Atkins. At the same time a similar basket was presented to Mrs. Gardner, whose illness prevented her attendance. William Weaver, representing the Atkins Pioneer Service Club, acted as chairman. Other speakers were W. A. Atkins and Charles Bronson.

Shown in the picture are E. C. Atkins and Mr. Gardner.

### OXFORD TOOL CO. BUYS NEW FACTORY

Oxford Tool Co., 180 West Oxford Street, Philadelphia, manufacturer of edge tools has purchased a new factory at 1633 N. Second Street. It will give the company double its present capacity due to greater floor area and manufacturing will all be on one floor. The firm will move during January.

### ANDERSON BUYS WAGNER **BRANCH IN CHICAGO**

Ted Anderson purchased title of Wagner Bros. branch retail store at 1444 E. 55th St., Chicago, Dec. 23. For many years Mr. Anderson has been manager of the store, one of two operated by Wagner Bros. in Chicago. The store will be known hereafter as Ted's Hardware.

### TWO VICE-PRESIDENTS

Cutler-Hammer, Inc., Milwaukee, Wis., .manufacturers of electrical control apparatus, has announced the advancement of G. S. Crane, sales manager and W. C. Stevens, chief engineer, to vice-presidencies in charge of sales and engineering, respectively.



W. C. STEVENS

Mr. Crane, a graduate of the University of Michigan, began his service in the company's engineering department more than 25 years ago. He was later transferred to the sales department, serving for a time as manager of the company's Cleveland office, and for the past 12 years acting as sales manager with headquarters in Milwaukee.

### FALL CAMPAIGN OF THE ELECTRICAL ASSN. OF PHILA. RESULTS IN 1.410.848 LAMP SALES

The Fall Lamp campaign | duction on list prices sponsored by the Electrical Association of Philadelphia, Architect Bldg., 17th and Sansom Sts., resulted in net sales of 1,410,-848 lamps with a retail value of \$210,000 during the 31 days of activity recently concluded. Cooperating with the association were the three manufacturer members, General Electric Co., Hygrade-Sylvania and Westinghouse Lamp Co., and the dis-tributor members selling these lamps through retail agents throughout Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

Total sales received show an increase of approximately 16 per cent over the totals received from a similar activity conducted during October, 1934. The retail value of the lamps sold was slightly less than the retail value of the lamps sold in the two preceding campaigns. This is amount due to a 20 per cent price redealer.

It is estimated that approximately 23 per cent, or 324,495 lamps, of the total sales were made by dealers to industrial and commercial establishments and the remaining 77 per cent, of 1,086,353 lamps, were sold to domestic customers.

A total of 1,457 retail agents located in the Philadelphia metropolitan territory registered as actively participating in the campaign. This group returned 373 report forms on which the activities of the dealers were outlined for consideration of the judges in the dealer prize contest. Fifty-two prize winners were selected and honorable mention was given to ten others. For each dealer who received a prize, the jobber salesman who called on the dealer received a prize equal to one-half of the amount of money awarded to the

### BRIEF ITEMS OF INTEREST TO THE HARDWARE TRADE

#### **ALABAMA**

The Carrollton Hardware and Furniture Co., Carrollton, Ala., has been purchased by the Housel Brothers, of Gordo, Ala.

#### **CALIFORNIA**

Ernest E. Flinn and Ray Bell have opened a hardware store and electrical shop in Costa Mcsa, Cal.

The Arlington Hardware Co. has moved from 136 North First St. to larger quarters at 1117 Van Ness Ave., Fresno, Cal. The new store carries hardware, paints, roofing, housewares and sporting goods.

The Schluckebier Hardware Co., Petaluma, Cal., has opened a bousehold department. The larger appliances such as ranges, heaters, washing machines, and refrigerators will be carried, as well as smaller household equipment, including glass and dinnerware.

The J. C. Bacon Hardware Co. is now located at 841 South Spring St., Los Angeles, Cal. Mr. Bacon formerly had a hardware store at Eagle Rock, Cal.

Leo F. Schrumpf has purchased the Howard Buttress Bldg., San Gabriel, Cal., in which he has operated the Schrumpf Hardware store for eight years.

#### **COLORADO**

The Fields Hardware Co., Olathe, Col., a subsidiary of the Lathrop Hardware of Montrose, has closed its doors. The store at Montrose will expand.

### FLORIDA

The Fisher Hardware Co. has begun work on its new brick building for its new store at Panama City, Fla. The business there will be conducted along the same line as the firm's store at DeFuniak Springs, Fla., and will be known as the Fisher-Stinson Hardware Co.

The Smith Hardware Co., Avon Park, Fla., has completed a 20x40 foot warehouse, which will house the firm's new line of builders' supplies.

Bernar Wooten and Homer Faircloth have opened a store in Madison, Fla., under the name of The New Hardware and Furniture Co., with a line of hardware, housefurnishings, farm implements, etc.

#### **GEORGIA**

J. E. Almand has opened a hardware store on Commerce St., Conyers, Ga., with a complete line of hardware, housewares and farm operating equipment.

M. P. Holbrook has purchased the hardware business formerly operated by R. P. Crawford at Cumming, Ga., and, following remodeling, will continue the business in the same location.

The Douglas Hardware Co. is the name of the firm that succeeds the Hammond Hardware Co. The new store is being operated in the same location as the former company in Griffin, Ga.

H. A. Davis has opened a hardware store on Main St., Warrenton, Ga.

Howell Johnson has opened a hardware store at Gibson, Ga., under the name of Johnson & Bros. He will be assisted by his brother.

### **ILLINOIS**

The Tri City Hardware Co., LaSalle, Ill., is expanding its business by adding a store building adjoining its present quarters on the West.

Charles F. Kriegshauser has opened a hardware store in the Plattner Bldg., Pittsfield, Ill. The business will be known as the Pittsfield Hardware Co.

H. C. Shoemaker, implement dealer of Wyoming, Ill., has purchased the complete stock and good will of Miller's Hardware, there, and will in the future carry a complete line of hardware, stoves and allied lines in addition to implements in his store on East Williams St.

### INDIANA

The newly remodeled West Side Hardware Co. store has recently been opened at 2233 W. Franklin St., Evansville, Ind., with new lines such as electrical supplies, cutlery, glassware, ovenware, chinaware, cleaning and household needs, aluminum ware, enamel ware and sporting goods. The store is owned and operated by Mrs. Peter J. Lintzenich.

#### IOWA

William Cloos has purchased the interest of his partner, Frank Simmons, in the Cloos & Simmons Hardware and Furniture Store, Elockton, Iowa, and is now sole owner.

J. Fred Dirks of Akron, Iowa, and his brother, Walter Dirks, of Brunsville, are preparing to open a hardware store in Akron. Fred Dirks will continue his mop manufacturing business in connection with the store. He formerly operated a hardware store in Hawarden.

#### KENTUCKY

Cayce-Yost Co. has moved into its newly remodeled building at 912 South Main St., Hopkinsville, Ky.

Monroe Hardware Co. is the firm succeeding to Williams and Harlin in Tompkinsville, Ky.

#### MAINE

The Woodfords Hardware and Paint Co. has opened a third store at 554 Deering Ave., Woodfords, Me. Other store locations are at 695 Forest Ave. and 131 Woodford St.

The Eastern Hardware Co., Lowell, Mass., has acquired a store at 71 Lisbon St., Lewiston, Me.

#### **MISSOURI**

W. R. Finley Hardware Co. has leased the storeroom at 5937 Easton Ave., St. Louis, Mo.

Charles Block has rented a store at 720 Locust St., St. Louis, Mo., in which he will open a hardware, toy and novelty shop.

### **NEW MEXICO**

The H. H. Stevenson hardware store, Alamogordo, N. M., is enlarging its floor space 25x100 feet.

### **NEW YORK**

The Lynbrook Hardware Corp., Lynbrook, N. Y., has opened for business in a former bank building at the southwest corner of Merrick road and Broadway. It is a hardware and housefurnishings firm and the principal owners are Abraham Friedel and Arthur Wollin.

### оно

The Rowe Hardware store has been opened at 515 Oak St., Toledo, Ohio.

#### NORTH CAROLINA

The Yonts-Losiin Hardware Co. has been opened in Thomasville, N. C., by Dewey H. Loslin and Lloyd Yonts, both of whom have been connected with the Crutchfield Hardware Co., there, for the past twelve years.

The Bray-Hodgin Hardware Co. has been opened for business in Liberty, N. C.

W. C. Burgin has opened a hardware store at Marion, N. C., in the Kirby block on West Court St.

Sol H. Edwards has sold the Brown-Edwards Hardware Co., North Main St., Tarboro, N. C., to J. Sidney Brown, G. C. Blow and Perry Pitt. The firm will be operated as the Brown-Pitt Hardware Co.

#### OHIO

Evan T. Reese has opened a general hardware store at 2413 Cleveland Ave., Columbus, Ohio. The business will be operated under the name of the Tim Reese Hardware Store.

#### SOUTH CAROLINA

The Oconee Hardware Co. has moved to the Bell Bldg., Walhalla, S. C.

### TENNESSEE

J. O. Armstein and Al Goldstein have opened a general hardware and housefurnishing store on West Franklin St., Shelbyville, Tenn.

Harris Pritchett has purchased the Brasfield Hardware Co., Dresden, Tenn., and will continue the business under the same name.

#### WASHINGTON

T. R. Harris has purchased the Wallingford Hardware Co., 1916 N. 45 St., Seattle, Wash., from S. C. Raynor.

#### WISCONSIN

The Hammond Implement Co., Shawano, Wis., is erecting a new display room for hardware and agricultural implements.



### HORATIO S. EARLE PASSES AWAY AT 80 WAS BUSINESS AND CIVIC LEADER

Built first cement road and was Michigan's first Highway Commissioner. Was head of North Wayne Tool Co. and well known throughout hardware industry

The passing of Horatio Swayer Earle on Dec. 25, 1935, brings to a close the career of a most unusual and interesting business man and civic leader. Mr. Earle was 80 years old and the president and sales manager of the North Wayne Tool Co., Detroit, Mich., in which city his death occurred from a heart attack while showing a Christmas gift to members of his family.

Although he started his hardware business career in the production end of a New England factory, his native selling ability soon placed him at the head of his firm's selling staff. From that time on his rise was rapid and his own organization, of which he was the active head at the time of his death, grew to be a well-known manufacturer of grass hooks, scythes, etc., for the hardware trade. For many years Mr. Earle was a familiar and active figure at major conventions of both manufacturers and distributors and was universally known and respected throughout the industry.

Mr. Earle had a deep civic pride and interest and was always a willing leader in programs designed to improve living conditions in his city or state. "Good roads" were his particular hobby and brought him the affectionate nickname of "Good Roads Earle." He was Michigan's first highway commissioner, in which capacity he built the first cement road. Since that time three "good roads" monuments have been erected and dedicated to Mr. Earle in Michigan, which also has a high-



H. S. EARLE

speed highway known as the "Earle Memorial Super Highway."

For 34 years Mr. Earle has been a member of the Detroit Newsboys' Association, 31 years of which he was a director and twice its president. He was a member of the American Hardware Manufacturers' Association. Detroit Exchange Club, Uptown Detroit Exchange Club and the National Exchange Club. He is a past president and founder of the American Road Builders' Association, past president of the League of American Wheelmen. state senator from 1901 to 1902, and chairman of the Michigan Highway Commission. He was recently elected a member of the HARDWARE ACE Fifty Year Club.

Mr. Earle is survived by a son, George, associated with him in the North Wayne Tool Co., and a sister.

#### FRANK J. ROBISON

Frank J. Robison, 56, salesman for the Yale & Towne Mfg. Co., Stamford, Conn., died Dec. 3 at his country home in Hubertus, Wis. He was an outstanding lock and hardware salesman.

Mr. Robison first became associated with hardware in the retail store of E. E. Emrick, Dayton, Ohio. He served in the Spanish American War. After the war he went to work for the T. B. Rayl Co., Detroit, where he spent several years in the builders' hardware department. Later he became manager of the builders' hardware department for Ware Bros. Hardware Co., Spokane, Wash. He next returned

to Detroit and secured a position as traveling representative of Sager Lock Co., traveling throughout the middle East. He came to Yale & Towne as a salesman in July, 1918, traveling in part of Illinois, Wisconsin, Minnesota, North and South Dakota and Iowa.

Mr. Robison leaves his widow, two sons and one daughter.

#### **OLAF HANSON**

Olaf Hanson, 73, proprietor of the Hanson Hardware Co., Sioux Falls, S. D., died at his home there recently, following a sbort illness. Mr. Hanson first settled at Mt. Horeb, Wis., where he engaged in the hardware and grain business. In 1908 he came

to Sioux Falls where he purchased the retail hardware store from Larson Hardware Co., Eighth and Main Streets. This became the Hanson Hardware Co. in which he was associated with his two sons, Clarence and Oscar. and a son-in-law, George Decker. Others surviving are his widow and two daughters.

#### CHARLES H. WORDELL

Charles H. Wordell, 67, connected with the hardware and mill supply business in Fall River, Mass., for more than 50 years, died Dec. 18 in a hospital in that city. He had been manager of the Wordell Mill Supply Co. there for the past 25 years. His widow and two sons survive.

#### GEORGE KNAPP

George Knapp, 88, former director general of the National Enameling & Stamping Co., Milwaukee, Wis., and an inventor of repute, died recently at his estate on the outskirts of Baltimore, Md.

When several of the largest metal-working concerns in the United States organized the National Enameling & Stamping Co. in 1899, Mr. Knapp became its director general. He brought from Europe the first electric spot welding machine used in this country. He invented many processes of manufacturing articles from copper, steel, tin and other metals. Mr. Knapp retired about 10 years ago, but was a director of the above firm at the time of his death.

#### MIKE T. BAKER

Mike T. Baker, 76, president of the McGee-Ross Hardware Co., died recently at his home in Carroll, Tenn., following an illness of typhoid fever. Mr. Baker was also president of the West Tennessee District Fair and the Madison Co-operative Co. He was a director of the Madison County Farm Bureau and prominently identified with other interests. He leaves his widow. four sons and a daughter.

#### T. F. STRATTON

Thomas F. Stratton, 68, died Dec. 4 at the home of his brother, Leslie M. Stratton, president of Stratton-Warren Hardware Co., Memphis, Tenn., and also of the National Wholesale Hardware Association.

#### CHARLES H. HOWARD

Charles H. Howard, 79, died recently of a heart attack. Mr. Howard was a member of the hardware firm of Hodgson, Howard and Marks, from which he retired several years ago. He leaves his widow, two daughters and two sons.

### MRS. KATHARINE TROUTMAN

Mrs. Katharine Troutman, 78, mother of William George Steltz, president of the Supplee-Biddle Hardware Co., Philadelphia, passed away suddenly on Dec. 15. 1935.

### WM. MacGREGOR DIED DECEMBER 18TH WAS GENERAL SALES MGR. CARBORUNDUM CO.

William MacGregor, general sales manager of the Carborundum Co., Niagara Falls, N. Y., died on Dec. 18 after a prolonged illness, at the Polyclinic Hospital, New York City. Mr. Mac-Gregor was born in Scotland Oct. 5, 1888. After his schooling at Aberdeen he joined the organization of his uncle, William MacGregor, in the manufacturing and manufacturing agency business at Airdrie. In 1912 he came to the United States to join the sales staff of the Carborundum Co. In the year 1918 he became a general sales representative of the abrasive paper and cloth department of the Carborundum Company, and in 1918 was appointed as sales manager of the stone and marble, and the paper and cloth departments with headquarters at Niagara Falls. In August, 1926, following the death of William W. Sanderson, he was appointed general sales manager of his company.

Mr. MacGregor had a great host of friends throughout the country, including the officials and representatives of hundreds of the nation's greatest industries. He had the happy faculty of bringing an engaging personality and a congeniality into business, and was regarded as being one of the most progressive and popular of the younger sales executives of the country. His quaint sense of humor and bit of a Scotch "burr," which he never seemed to quite lose, endeared him to all of his friends and acquaintances.

Mr. MacGregor was a member of the Masonic fraternity, and a member of the Shrine Club of Niagara Falls, the Niagara Club, the Niagara Falls Country Club, and the Chamber of Commerce. Surviving Mr. MacGregor are his widow, a son and two daughters.

### CONVENTION CALENDAR

California Retail Hardware Association Annual Convention and Exhibition, Santa Cruz, Cal., Feb. 3 to 5 inclusive, 1936. Headquarters, sessions, and exhibit: Casa del Rey Hotel. LeRoy Smith, manager, 417 Market St., San Francisco, Cal.

Southern California Retail Hardware Association Annual Convention and Exhibition, Los Angeles, Cal., Feb. 11 to 13 inclusive, 1936. Headquarters, sessions and exhibit: Ambassador Hotel. J. V. Guilfoyle, managing director, 1122 Pacific National Bldg., Los Angeles, Cal.

Idaho Retail Hardware and Implement Dealers Association Annual Convention, Pocatello, Idaho, Jan. 23 and 24, 1936. Tentative head-quarters: Bannock Hotel. E. Bell, acting secretary, Box 1254, Boise, Idaho.

Illinois Retail Hardware Association 39th Annual Convention and Exhibit, Peoria, Ill., Feb. 4 to 6 inclusive, 1936. Exhibit: State Armory. Headquarters: Pere Marquette Hotel. C. G. Gilbert, secretary, 1155 Merchandise Mart, Chicago, Ill.

Indiana Retail Hardware Association Annual Convention and Exposition, Indianapolis, Ind., Jan. 28 to 31, inclusive, 1936. Sessions and Exposition; Murat Temple. Headquarters: Lincoln Hotel. G. F. Sheely, managing director, 130 E. Washington Bldg., Indianapolis.

Iowa Retail Hardware Association 38th Annual Convention and Exhibition, Des Moines, Iowa, Feb. 11 to 14 inclusive, 1936. Headquarters and business sessions: Hotel Savery. Exhibit: Coliseum. Philip R. Jacobson, secretary, Mason City, Iowa.

Kentucky Hardware and Implement Association Annual Convention and Exhibition, Louisville, Ky., Jan. 21 to 23 inclusive, 1936. Headquarters, business session and exhibit: Seelbach Hotel. J. M. Stone, Room 9, Seelbach Hotel, Louisville.

Michigan Retail Hardware Association Annual Convention and Exhibition, Detroit, Mich., Feb. 11 to 15 inclusive, 1936. Headquarters: Statler Hotel. Business sessions and exhibit: Masonic Temple. Harold W. Bervig, secretary, 1112 Olds Tower Bldg., Lansing, Mich.

Minnesota Retail Hardware As-

sociation 40th Annual Convention and Exhibition, Minneapolis, Minn., Jan. 21 to 24, inclusive, 1936. Sessions and exhibit: Municipal Auditorium. C. J. Christopher, managertreasurer, Nicollet and 24th Sts., Minneapolis, Minn.

Missouri Retail Hardware Association 38th Annual Convention and Exhibition, St. Louis, Mo., Feb. 18 to 20 inclusive, 1936. Headquarters, exhibition, and sessions, New Jefferson Hotel. F. X. Becherer, secretary, 2861 Gravois Ave., St. Louis.

Montana Implement and Hardware Association Annual Convention, Butte, Mont., Feb. 13 to 15 inclusive, 1936. Headquarters and sessions: Finlan Hotel. R. M. O'Hearn, secretary, Bozeman, Mont.

Mountain States Hardware and Implement Association 34th Annual Convention, Denver, Colo., Jan. 20 to 22 inclusive, 1936. Headquarters and sessions: Cosmopolitan Hotel. John T. Bartlett, secretary, 2005 Mapleton Ave., Boulder, Colo.

National House Furnishing Exhibit, 9th Annual, Chicago, Jan. 5 to 11 inclusive, 1936. Headquarters and exhibition: Stevens Hotel. Under auspices of National House Furnishing Manufacturers Assn., Inc., 228 N. La Salle St., Chicago, Ill.

Nebraska Retail Hardware Association 35th Annual Convention. Lincoln, Neb., Feb. 4 to 6 inclusive, 1936. Headquarters and sessions: Cornhusker Hotel. George H. Dietz, secretary, 414 Little Bldg., Lincoln.

New York State Retail Hardware Association 34th Annual Convention and Exposition. Headquarters and business sessions at Hotel Syracuse, and Exposition at State Armory, Syracuse, N. Y., Feb. 11 to 14 inclusive, 1936. John B. Foley, secretary, 510 Hills Bldg., Syracuse, N. Y.

North Coast Hardware and Implement Association Annual Convention, Seattle, Wash., Jan. 31 and Feb. 1, 1936. Headquarters and sessions: Olympic Hotel. Ray Cavanaugh, secretary, 1148 Pacific Ave., Tacoma, Wash.

North Dakota Retail Hardware Association Annual Convention and Exhibit, War Memorial Bldg., Devils Lake, N. D., Feb. 4 to 6 inclusive, 1936. Louise J. Thompson, secretary, 21 Clifford Bldg., Grand Forks, N. D.

Oklahoma Hardware and Implement Association 33rd Annual Convention and Exhibition, Oklahoma City, Okla., Jan. 28 to 30 inclusive, 1936. Sessions and exhibit: Masonic Temple. Chas. F. Nelson, secretary, 301 Key Bldg., Oklahoma City, Okla.

Pacific Northwest Hardware & Implement Association Annual Convention, Spokane, Wash., Jan. 28 and 29, 1936. Headquarters and sessions: Davenport Hotel. Lee F. Olney, secretary, S. 121 Madison St., Spokane, Wash.

Panhandle Hardware and Implement Association Annual Convention, Amarillo, Tex., Feb. 3 to 5 inclusive, 1936. C. L. Thompson, secretary, Canyon, Tex.

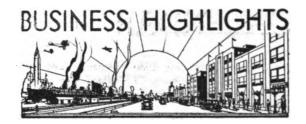
South Dakota Retail Hardware Association 31st Annual Convention and Exhibition, Sioux Falls, S. D., Jan. 28 to 30 inclusive, 1936. Sessions and exhibition: Coliseum. C. J. Christopher, manager-treasurer, Nicollet and 24th Sts., Minneapolis.

Texas Hardware and Implement Association 38th Annual Convention, Hotel Adolphus, Dallas, Tex., Jan. 21 to 23 inclusive, 1936. Dan Scoates, secretary, College Station, Tex.

Western Retail Implement and Hardware Association 47th Annual Convention and Exhibition, Kansas City, Mo., Jan. 14 to 16 inclusive, 1936. Sessions: Ararat Temple. Hardware-Farm Equipment Exhibition: New Municipal Auditorium. Geo. L. Goldman, director of exhibits. Herbert J. Hodge, secretary, Abilene, Kan.

West Virginia Hardware Association Annual Convention, Greenbrier Hotel, White Sulphur Springs, W. Va., Jan. 20 and 21, 1936. H. B. Clower, secretary, Oak Hill, W. Va.

Wisconsin Retail Hardware Association 40th Annual Convention and Exhibition, Milwaukee, Wis., Feb. 4 to 7 inclusive, 1936. Business sessions and exhibit: Milwaukee Auditorium. George W. Kornely, exhibit manager, 3374 N. Green Bay Ave., Milwaukee, Wis. H. A. Lewis, executive secretary, Stevens Point, Wis.



### ADVANCES BECOMING EFFECTIVE

Bolts & Nuts
Stoves
Bernard & Lodi Pliers
Dry Batteries
Linseed Oil
Hard Fiber Twines
600 lb. Competitive Platform Scales

### DECLINES BECOMING EFFECTIVE

LCL Shipments of Nails and Wire Denatured Alcohol

### ADVANCES BEING ANTICIPATED

Mechanics' & Hand Tools
Strap & T Hinges, Etc.

Leather Goods
Paint Brushes, Etc.

On wire products (nails, wire, etc.) there has been a significant price change, issued December 17 by the American Steel & Wire Company and others. Replacing the complicated schedules put out in August, the practice of selling nails, and the allied lines of barbed and smooth fence wire, fencing, and bale ties, on the basis of varying quantity prices, is discontinued. In general, quotations to retail carload buyers are unchanged, but on fencing, carload prices have been marked up \$3 per ton. Small-lot prices on nails and wire are now 20 cents per 100 pounds above carloads, instead of 30 cents as before, so that LCL prices for the small buyers have declined. Bale ties and woven wire fencing in LCL amounts are now sold at \$5 per ton above carloads. A moderate differential for jobbers, withdrawn experimentally in August, has now been restored.

Detailing the leading items involved in the above changes, the following are the new LCL base prices to dealers, f.o.b. Pittsburgh or Cleveland:

Wire nails—\$2.60 per keg.
Polished fence staples—\$3.30 per keg.
Galvanized fence staples—\$3.55 per keg.
Annealed fence wire—\$2.65 per 100 lb.
Galvanized fence wire—\$2 per 100 lb.
American Glidden barbed cattle wire
—\$2.39 per 80 rod spool.
American Glidden barbed hog wire—
\$2.55 per 80 rod spool.
Lyman four point barbed cattle wire
—\$2.55 per 80 rod spool.
Lyman four point barbed hog wire—
\$2.75 per 80 rod spool.

Single loop bale ties—\$58 per ton. Field and poultry fencings—\$66 per ton. Lawn fencing and flower border—\$105 per ton.

On the basis of these prices, mills are accepting contracts and specifications for shipment at any time prior to March 31, 1936, but are not guaranteeing prices against advance in the meantime, unless protected by order or contract. Spring dating terms, and prepayment discounts are offered on fencing, posts, and gates, but do not apply to nails and other non-seasonable products.

Lamson & Sessions Company, on December 14, put out a general advance on bolts and nuts, which has now been generally followed by other makers—to be in full effect with the start of this year. Jobbers' prices to the average retail trade will probably rise to approximately 60 per cent, on carriage and machine bolts.

William Schollhorn Company, makers of Bernard and Lodi pliers and punches, advanced their prices about 10 per cent, effective January 1. The discount to the trade on this line will hereafter be 33 1/3 per cent instead of 40 per cent as formerly. Sentiment is growing for other advances, among makers of mechanics' and hand tools, the demand for all of which has increased notably. Manufacturers do not see any probability of their costs being reduced; in fact, consider them bound to in-

# HOW'S the

### January 2nd, 1936

crease on account of the additional taxes which will be effective in 1936. Production problems are increasing with all manufacturers, not the least of which is the difficulty in obtaining additional skilled workmen.

Manufacturers of strap and T hinges, butts, etc., withdrew old prices on December 15, and have since been working on new price lists. These are expected to show an average advance of 5 to 7½ per cent—with list prices and discounts all different from former schedules.

An important manufacturer of truck casters has notified his jobbers that specifications at old prices could not be accepted after December 31, intimating that a considerable advance would then go into effect. There has been no definite announcement, at this writing.

Another change dating from January 1, is a mark-up of about 5 per cent on competitive quality 600-lb. platform scales, due, it is said, to increased costs of material and labor.

Manila and sisal rope prices, on both No. 1 and No. 2 grades of each, were advanced one cent per pound on January 1, under the new price schedules of leading manufacturers as announced for the first quarter of the year. Prices on the specialty manila rope items, such as yacht rope, etc., remain unchanged.

An advance on batteries by the National Carbon Company went into effect December 16, with an increase ranging from 10 to 15 per cent on dry cells and radio A, B and C batteries. There were no changes at that time on Hotshot and flashlight batteries, or on flashlight cases.

# HARDWARE Business?

Makers of electrical friction tape have marked up their prices about 12½ per cent, as of January 1.

Prices on stoves have advanced 5 to 15 per cent, to cover the considerable increases in labor and material costs since former prices were adopted.

Hard fiber twines were further advanced on December 20, another one cent per pound, adding to the recent upward march of quotations on these materials, which started during the summer. Items involved are hay and hide rope, also lath yarn, of both standard qualities, and in all weights or plies.

The 1935 shooting season was considerably curtailed, due to the new thirty-day legislation, to reductions in the number of birds permitted for each day's shooting, and to the smaller total possession limit at one time. Many states handled the thirty days of legal shooting by establishing fifteen week-ends of two days each, which gave all sportsmen opportunity to be on the ground during the heasviest flights. Skeet shooting as a sport has made great gains during 1935. Skeet, requiring different guns than trap shooting, has added to the sales and profits of retailers who have watched and catered to this growth. The introduction of low-priced telescopic rifle sights brought, during the past year, a great demand for these sights and for rifles fitted with them. Manufacturers were in many cases unable to keep up with this volume of new business.

Prices on leather products continue steady and quite high under the influence of the government curtailment program on hides and meat animals. This influence is widely felt throughout hardware stocks, because of the important volume of such goods as harness and saddlery,

leather sporting goods, leather-faced gloves, etc.

1935 Showed a marked increase in sales of paints, varnishes, brushes and all painters' supplies. A great many painters went back to work, both on public and private projects. In countless instances, property which had been neglected, perforce, for several years, has at last been repaired and repainted. The great paint industry feels that only a start on this job was made in the old year and that 1936 must certainly see increased activity. Prices on paint lines are strong. Linseed oil advanced 41/2 cents per gallon on December 13. Quotations on brushes are trending upward, due to the increasing cost of bristles.

Interest in china and glass-ware, in the hardware stores, has been very noticeable during the recent holiday season, and for most of last year. In almost every case where well-chosen stocks have been tried out, success in volume and in profit has resulted. Some hardware jobbers have stimulated interest among their customers in dinnerware and glassware, by preparing and putting out well-balanced assortments to sell at popular prices. Refills, too, are made available in moderate doses and at small cost.

Sales of denatured alcohol were slow, this winter, in getting under way, due to the late advent of cold weather. The volume has been better through December, and stocks are no longer causing anxiety. There has been a late reduction of five cents per gallon—or about 10 per cent—on 188-proof alcohol, due in part, no doubt, to the disappointing sales volume of the current season.

The year-end in hardware has been a period of pleasing contrast with even the favorable records set at the end of 1934. The general affairs of the American people had

then started to look up-now the upswing of betterment seems so much more securely established that repetition of this fact is becoming monotonous. Business is accepting more matter-of-factly a widespread improvement which a year ago seemed doubtful as to its extent or duration. Better times have now held for so many months—have been so emhpasized since the shackles of NRA were removed—that optimism has again become our national habit. The hardware stores—all stores appealing to the holiday spirit—have been really busy. Some merchants have had to call in extra help. Many of them have surprised themselves by running short of toys or skates, sleds or bicycles, electrical appliances, glassware or kitchen furnishings. There will be carry-overs, of course, where early estimates had been too "rosy," but all reports indicate more shortages than surplus. January clearance sales should therefore involve smaller showings, though returning better profits, than for any recent year.

The firming tendency of prices is increasingly notable as the New Year opens. The serious demoralization in a few important lines remains as the exception to the general trend. A scramble for early orders by leading jobbers is more often the cause of these price-wars, than any weakening of the manufacturers' markets. Manufacturers have ample reason to support their markets in that most of them are busy. They are no longer willing to sacrifice their own profits, or to see their distributors dissipate theirs.

The 1935 net sales of hardware wholesalers proper, as estimated from Federal Reserve reports for the first ten months of the year, and as shown by the chart on page 31, will reflect an increase of approximately 10 per cent. This will bring the probable net sales total to about 450 millions of dollars,

which can be compared with a low of 330 millions in 1933, and with a high of 725 millions in 1929. In contrast with the approximate 10 per cent increase in sales, the increase in stocks only averaged about 1.5 per cent. The smaller increase in stocks is explained, however, by the fact that they were expanded to near adequate levels in 1934. The 1935 sales gains, by Federal Reserve districts, given in the respective order of the improvement experienced in each district are: Chicago: San Francisco; Minneapolis; Philadelphia; St. Louis; Richmond; Dallas; Cleveland; Atlanta; New York, and Kansas City.

Business done under the Modernization Credit Plan and the Single Mortgage System of the Federal Housing Administration in the week ended December 14, showed a gain over the previous week's totals, despite the fact that seasonal declines are usually experienced at this time. Modernization loans numbering 23,-945 and totaling \$7,846,947 were insured during the week by banks and other financial institutions which hold a contract for insurance with the Federal Housing Administration. This brings the grand total of the loans to 665,972 amounting to \$240,-658,581. Mortgages selected for appraisal during the week numbered 1622 and amounted to \$6,583,932. A total of 63,581 have been selected for appraisal since the inception of the program, amounting to \$245,-564,154. Fifteen low-cost housing projects have been accepted for insurance in the amount of \$27,030,-234.

A new sales record for incandescent lamps, both large and miniature, was established in 1935 according to a review of the electrical industry prepared by John Liston of the General Electric Co. A preliminary estimate of the number sold indicates a total of 707,000,000, an increase of more than 11 per cent over the 1929 total of 634,233,000, the previous high total. The 1935 total includes 410,000,000 large and 297,000,000 miniature lamps.

With the automobile industry currently operating on nearly a 400,000 unit a month basis—the highest rate of operations for this time of the year in its history, the outlook for 1936 is considered very bright. An analysis of the outlook for the industry, as published in the December issue of the Automobile

. . .

Trade Journal, says in part: "It is necessary to go back to the middle twenties to find a business picture which looks as attractive and sound as at the present." Due to the accelerated operations of motor car companies, Detroit's present welfare load is lower than at any time within the past five years. There are 18,-886 families on relief, half of whom are listed as having "unemployable" members, as against around 60,000 families a year ago. In Flint, Mich., a General Motors city, Christmas buying reflected an increase of 66.5 per cent over the holiday season of 1934, and the number of families on relief has declined 71.7 per cent. Compared with December, 1934, the gains last month were: Building permits, 142 per cent; bank debits, 78 per cent; bank clearings, 88 per cent; street car passengers, 53 per per cent, and car loadings, 174 per

The extent of the recovery in the building industry in 1935 can be measured by the width of the spread registered in the value of permits issued over 1934 figures. During each of the first eleven months of 1935, building permit values were larger than for the comparative period of the year preceding. In spite of the seasonal recession in November, permits issued at the 215 cities regularly reporting to Dun & Bradstreet, Inc., were valued at \$56,308,900, the highest November since 1931. This total was 105.1 per cent more than the largest monthly total of the year.

With unit sales of household washers during the first ten months of the year running 13 per cent ahead of the corresponding period of 1934 and establishing a new production record, 1935 has marked a long forward step in the growth of the washing machine industry. Prospects are considered excellent for a further broadening of the demand during 1936.

In steel output, slackening due to the approach of the Christmas holidays, brought a reduction of 5.1 points last week, to 49.5 per cent of capacity, as estimated by the American Iron and Steel Institute. One month ago the rate was 55.4 per cent of capacity and one year ago the rate was 35.2 per cent. Steel production is at a very well sustained year-end rate, due to requirements from manufacturers of automobiles, tractors, farm implements, household equipment and containers, as well as railroad and structural work.

Shipments of ice refrigerators (non-electrical), in the four months ended November 30, were 26.6 per cent ahead of 1934, despite the great gains in electrical refrigeration. Production has been stepped up 25 per cent and inventories have been increased 23.6 per cent. Unfilled orders at the end of November, nevertheless, were 25 per cent larger than a year ago. Shipments of ice refrigerators in the fiscal year ended July 30, 1935, had totaled 348,459 units, as against 276,159 units in the preceding fiscal year and 243,363 two years ago, manifestly not the record of a "dying" industry.

Railroad freight traffic in the December 14 week held at a fiveyear peak for that period, topping 1931 for the third consecutive time. Shipments throughout the United States totaled 615,237 cars. While this was a seasonal drop of 21,896 cars below the previous week, the total was still 35,035 above a year ago, 55,818 more than in 1933, 94,-021 over 1932 and 1703 ahead of 1931. If this five-year traffic record holds, December railway income should prove the largest for that month since 1929. It is possible that the November net of earnings may even have passed the 1930 mark to establish a six-year high. Early reports from some roads show operating profits more than double a vear ago.

November factory employment and payrolls made the best showing of any November since 1929, according to the Secretary of Labor. Total employment and payrolls in combined manufacturing and non - manufacturing industries showed net declines for the month, but the decrease was the smallest for any similar period since November, 1929, and much below the usual seasonal decline. Factory employment dropped in November one-half of 1 per cent and payrolls declined seven-tenths of 1 per cent.

Fur farming was lately reported to have grown to a \$50,000,000 industry in this country during the depression. A biological survey report to Secretary Wallace said that fox farmers alone marketed 170,000 pelts in 1934-1935, with a total value of approximately \$7,000,000. It further comments that "no branch of animal production has developed more rapidly during the depression or resulted in greater profits than silver fox farming. This at a time when some farm commodities scarcely had a market."

# What's New Packages Window Trims—New Packages —New Colors—New Deals—

New and Improved Merchandise— Display Helps—Sales Literature— 

### for Retail Hardware Stores

### Adjustable Spring Sash Balance

It is stated that this Adjustable Sash Balance represents a radical and important improvement in spring sash balances. Adjustments for maximum and minimum carrying capacities can be made after the balances have been installed in the window. The only tool



required for making the adjustment is an ordinary, small or medium sized screw driver. A turn to the right of the adjusting screw will strengthen the spring and a turn to the left will weaken it. Pullman Mfg. Corp., 45 Ford St., Rochester, N. Y.

### Blair E Z Sidewalk Plow

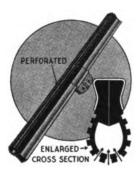
This plow instead of lifting the snow brushes it lightly aside. Bending is unnecessary because of its long handle. It operates on wheels and clears a path two feet wide. Wheels are of a special



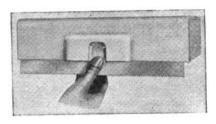
type to furnish good traction under all conditions. Strong lawn mower type handle is rigidly affixed to specially designed curved steel blade set at the most efficient angle for best results. In order to widen the path, plow should first be pushed down the middle of the walk and then a slice taken off each Blair Mfg. Co., Springfield, Mass.

### Rex-Hide Balloon Wiper Blade

This Balloon Wiper Blade for windshields is of soft, carbon-base rubber, with a hollow perforated tube running its length. Ten flexible wiping ribs are said to create alternate areas of pressure and suction with the stroke, drawing water in the hollow tube



through the perforations. According to the manufacturer, the self-cleaning operation prevents the same water from being smeared back and forth across the windshield and with its balloon construction the blade will work effectively even on a warped glass. For extreme ice and snow, an ordinary pipe cleaner can be dipped in glycerine, then bent at one end and hung inside the hollow tube of the Rex-Hide blade. It is stated that this will maintain a glycerine film on the windshield for several hours, remove sleet and prevent ice from forming on the glass. All metal parts of the wiper are of stainless steel. Rex-Hide, Inc., East Brady, Pa.



### "Kwik-Grip" Waxed Paper Dispenser

The "Kwik-Grip" household waxed paper dispenser offered by the Badger Paper Mills, Inc., Peshtigo, Wis., is sanitary and unique in design. According to the manufacturer, the fingers never touch the tearing edge; the paper is gripped through the opening and as it is pulled out, the "latches" close automatically so there is a straight tearing edge for the paper. One inch or ten feet of paper may be torn off. "Kwik-Grip" will, it is stated, accommodate a standard roll of waxed paper 40 to 125 feet in length. It is 2% in. x 2% in. x 12% in. long inside. Standard colors are ivory and apple green. A special introductory retail selling price of 39c has been made by the company for one roll of any of its five brands of waxed paper and the dispenser. Waxed paper known as "Kwik-Grip" in rolls from 50 to 125 feet in length is also supplied by the company.

### "Sales Manual For Porcelain Enamel"

This brochure of the Educational Bureau, Porcelain Enamel Institute, 612 North Michigan Ave., Chicago, Ill., contains interesting and usable information and tells in non-technical language the origin, nature, application and advantages of porcelain enamel. It tells the romantic and historic beginning of porcelain enameling and how an ancient art became a modern industry. It guides sales people into a new concept of how porcelain enamel may be used as a selling feature on a variety of products. Contained in the booklet are also a variety of uses for porcelain enamel. Copies may be obtained from the Educational Bureau.



### 1935—Year of Awakening

(Continued from page 33)

house furnishings. With no signs of extravagant spending, luxury and comfort, goods which are worth their price have been successfully sold in countless stores. Refrigerators and washing machines, bicycles and radios are only a few examples of the major-priced merchandise which are winning their way because they lighten the burdens of living, and because of their rapid development in value and efficiency.

Despite, however, all the newness of variety and display in the hardware stores—with the riot of form and color, of chromium plating, of fancy packaging and all the eye-appeal of modern merchandise, our industries have not lost sight of their simplification programs or of the necessity for mass production and the elimination of slow-sellers. Items only can live, in modern trade, on which a steady volume of demand and production can be assured.

### Agriculture

1935 has seen a marvelous awakening in agriculture, and a new well-being throughout our farm population. Despite mistakes in the administration's endeavor to contribute to farm prosperity, and despite the "politics" designed to win the farmers' support, sincere acknowledgment must be made of the many actual accomplishments of the year, in the solution of farm problems. Nature herself has removed much of the need for crop control and price control. The destructive drouth of 1934 has been succeeded by a season of rather well-balanced and normal production, with prices at a most remunerative level. Estimated income from crops alone was almost 12 per cent above that of 1934, and from the sale of livestock of 16.6 per cent higher. The farmers' gain in spending power during 1935 underlies in a large measure the advancing sales and profits in the hardware business.

Implement sales have been greater than for several years past. Orders for agricultural hand tools (steel goods), scythes and grass hooks were large enough to wipe out the carry-overs from 1934, and to keep the manufacturers busy on new production. If the government subsidies, which have helped the farm population, have too greatly increased the burdens of the city dweller, it is a healthy sign that this fact is becoming more definitely recognized and talked about-in itself a forerunner of some fairer adjustment.

### **Industry**

Following closely upon this farm betterment, and largely dependent thereon, we have found 1935 a year of awakening in industrial activity. We need only mention the familiar and significant indexes of carloadings, which are now running some 15 per cent ahead of a year ago-and of electric power and light output, which lately have established all-time high records. Makers of machinery and machine tools have been very busy supplying new equipment and replacements, to modernize and speed up the country's factories. Scarcity of skilled labor -a condition unheard of for several years past—is notably evident in several industrial fields. Manufacturers who had been worried about part-time operations and rising inventories have seen their forces fully employed, and their reserve stocks melting away. In some of the popular lines, buyers are having the new experience of waiting for shipments—sometimes for several weeks.

The well-managed automobile industry has attained during 1935 the highest yearly production since 1929, with a total of 4,100,000 units estimated. This industry, too, has taken during the year an important lead toward leveling off its seasonal bulges of activity. General Electric and other indus-

tries have been studying the stabilizing of employment, to insure active operations through all months of the year regardless of season. The changing habits of the people, as well, are wiping out many seasonable irregularities. Winter building, until recent years almost unknown, is becoming not only possible but customary. The winter use of automobiles and the growth of winter travel and of outdoor winter sports have all contributed to the leveling of the seasons, and the spreading out of production programs.

1935 has been a year of awakening in employment. This can be acknowledged most gratefully, despite the well-known fact that unemployment still is with us to a distressing and even dangerous extent. There is much of comfort, however, in the steady rate of recent gains. Much, too, has been learned through sane and accurate studies of the employment situation, such as that recently contributed by the Ford Motor Company.

### **Employment**

Only in relatively small part do the nation's workers normally earn their living in the factoriesthough the manufacturers are frequently and inaccurately referred to as the country's "industries." This leads to much unfair expectation as to the amount of reemployment the manufacturers should contribute, as their share of a fuller recovery. Of the country's normal 48 million jobs, approximately ten million are accounted for by agriculture, and another ten by public, personal and professional service. Wholesale and retail trade engage between eight and ten million; four million more earn their living in transportation and communications; another four million in the construction of buildings, roads and other projects. A million and a half are engaged in forestry, fishing and mining. Thus the normal employment in the manufacturing "industries" includes perhaps less than nine million persons, and of these probably seven millions are now at work.

It is easy to see that the absorbing of our remaining millions of unemployed cannot rest solely or even largely upon manufacturing. Each of the great groups must do its share. The gains in factory employment reported from month to month are thus the more encouraging and significant, and great credit is due to the manufacturers of the country, for contributing so promptly and so largely to reemployment.

1935 has been a year of awakening in transportation, and in this field a year of continuing and rapid change. Under stress of competition from the motor truck and the motor bus, steam roads have revolutionized their trains, their schedules, their charges, and, in general, their service to the public. By these methods they are regaining patronage and support. Holiday travel has been remarkably heavy. Railroad earnings are improving slowly but definitely, and as their outlook betters, the roads are making a prompt response with larger purchases of supplies and equipment. The steel industry, so largely dependent during all years upon the motor industry, is now recognizing the definite and large helpfulness of this railroad buying.

A notable service is now rendered by the major trucking companies. Only recently five large trucks of one of the large transcontinental systems, carrying 90 thousand pounds of pay-load, reached Los Angeles after a trip of only four days from Chicago. The run was made as a test of the practicability of a five-day standard motor transport service between Chicago and the West Coast. Its success practically assures such a daily service, with departures not only from central, but from eastern and western terminals.

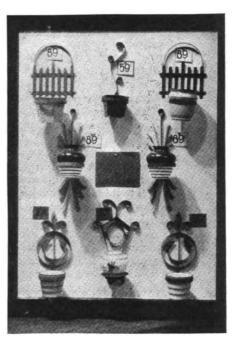
The past year has seen a widespread awakening in building. This gain, second only to the comeback of the farmer, has given outstanding encouragement to the whole hardware industry. Real estate values are rising steadily, and with considerable speed. Lumber and building materials, almost prostrate for several years, are showing signs of life. While much of the building gain has been fostered by the government spending programs, the gains in private construction work have been decidedly worth while. An especially notable increase has taken place in residential building, which stands in the latest statistics approximately 85 per cent over the figures of a year ago. Changes in the building field have been great, both in designs and in materials, and the hardware industry must be aware that further and more radical changes impend. It is no longer a secret that prefabricated homes and industrial buildings are not only definitely planned, but are coming upon the market. Enough of these have been built at strategic spots, or have been put on display at the national expositions, to give full warning of change to all those who have been dependent upon oldstyle building habits.

With the awakening of all business activity during 1935, has come a most welcome awakening in earnings. Industry is paying increased dividends, and, to some extent, increased wages, although the step toward wage increase came primarily at the initiation of NRA. It may be said, however, to the credit of industry not now under NRA domination, that the wage schedules thereby established have been generally held, and in many cases increasedwith no coercion from government or outside sources. Income taxes paid during the December period gained 31 per cent over payments in the similar period of the preceding year. Increased industrial earnings, dividends and wages are acting just as the gain in farm income has acted. There has come a better ability and willingness to spend, and here again our hardware "craft" has shared in the benefits.

With 1935 behind us, the business world has experienced in recent weeks a very definite awakening of expectation. Stronger than hope, there is practical assurance, looking toward the new year, that several months of com-

fortable activity and moderate prosperity are ahead. Congress will soon convene, and may cause some uncertainty by its debates and experiments, but there is confidence that the approach of the presidential campaign will temper any serious tendency toward further extravagance and further dangerous experiment. The country is becoming increasingly taxconscious, and discussion and action are crystallizing among all important business groups against unbridled public spending and our mounting national debt. levies in a great many of our counties and cities are already lessening appreciably, due to this intelligent popular revolt.

■ So we, whose interests center largely in hardware, may look forward to 1936 as another and better year of adventure, of growth, and of interesting possibilities. We may expect greater rewards for our plans and our labors, than even the betterment which most of us have experienced during 1935.



### **BID FOR WOMEN CUSTOMERS**

I. A. Helf, of Helf Hardware Co., Gillett, Wis., finds women good potential sales prospects and makes many direct bids for their patronage by using numerous small colorful displays like the one illustrated, in addition to the regular full window displays of dishes, crockery, kitchen utensils, and other items of interest only to women.

### Filing Your Income Tax

(Continued from page 27)

the amount of income tax imposed for such year.

It appears that the excess profits tax is imposed only upon those corporations which are subject to the capital stock tax.

All provisions of law (including penalties) applicable to income taxes apply to the excess profits tax except as inconsistent therewith and except that no credit is allowed for taxes paid to foreign countries. Returns must be filed and the tax paid in the same manner and at the same time as in the case of income taxes.

Partnership Returns—The Income Tax Law requires the partnership income to be distributed to the members of the partnership. It is necessary that each member's portion be subdivided into the classes of income taxable at different rates on his individual return.

The partnership return must therefore show in the distribution section the following:

- Name and address of each partner. This is for the purpose of tracing the income to the partners' individual returns.
- Interest of each in the partnership. This refers to the proportionate interest in the income rather than in the assets; in other words it refers to the profitsharing ratio rather than the capital ratio.
- The division of capital net gain, if any, meaning the gain derived from the sale of capital assets held for investment. Capital net losses should also be reported.
- 4. The division of income from dividends on stock of domestic corporations or of foreign corporations which derive 50 per cent or more of their income from sources within the United States.
- The distributive shares of other income consisting principally of business operating profits.
- 6. The amount of income and profit taxes, if any, paid to a foreign country or to a possession of the United States.

A partner's share of each of the above mentioned items is merged with similar personal items, if any, and reported on his personal return, in the proper columns.

Each partner is subject to tax upon his entire distributive share of the partnership net income even though he may not have actually received it from the partnership.

Income taxes are levied on net income and not upon gross receipts or earnings. In order, therefore to compute taxes, it is necessary to show the gross income first. Then from gross income are deducted certain allowable expenses, bad debts, losses, etc., and the remainder is called the net income. After the net income is arrived at, there are certain exemptions which are in the nature of allowances or reductions of the amounts subject to taxation, and credits which generally represent income not subject to the normal tax. To put the matter in clearer form, we may summarize as follows:

- 1. Gross income less deductions equals net income.
- Net income less credits and exemptions equals taxable income (for normal tax.)
- Net income equals taxable income (for surtax, if such net income exceeds \$4,000).

### Two Kinds of Taxes

Individuals are subjected to two kinds of taxation on their net income. The first is known as the normal tax, and the second as the surtax.

The following chart gives normal and surtax rates:

FEDERAL INCOME TAX CHART

		Total					
	Surtax	Norn	nal and S	urtax			
	2.	3. Surta: Rate	•	5. Total Rate			
1.	Total	on	_ 4.	on			
Net	Sur-	Ex-	Total	Ex-			
Income	tax	cess	Tax	COSS			
0	• • • •	• •	• • • •	4%			
\$4,000	None	4%	\$160	8			
6,000	\$80	5	820	9			
8,000	180	6	500	10			
10,000	300	7	700	11			
12,000	440	8	920	12			
14,000	600	9	1,160	13			
16,000	780	11	1,420	15			
18,000	1,000	13	1,720	17			
20,000	1,260	15	2,060	19			
22,000	1,560	17	2,440	21			
26,000	2,240	19	3,280	23			
82,000	3,380	21	4,660	25			
38,000	4,640	24	6,160	28			
44,000	6,080	27	7,840	81			

### Family Loss

A new provision is contained in the Revenue Act of 1934 which will not permit losses to be taken in cases of sales or exchanges of property, directly or indirectly, between members of a family or (except in the case of distribution in liquidation) between an individual and a corporation in which such individual owns, directly or indirectly, more than 50 per cent in value of the outstanding stock. (Section 24 (a) (6).

The "family" of an individual includes only brothers and sisters (whether by the whole or half blood), spouse, ancestors and lineal descendants. For the purpose of determining whether an individual owns more than 50 per cent in value of the outstanding stock of a corporation, the individual is considered as owning the stock owned directly or indirectly by his family as that term has just been defined.

#### PERSONAL EXEMPTIONS

	Per	Per
	Year	Month
Single person	\$1,000	\$83.333
Head of a family Husband and wife	2,500	208.333
living together	2.500	208.333
Dependents (each)	400	33.333

If status of person or dependent changes during the year the personal exemption or credit must be apportioned by months, more than half a month counting as a full month. The personal exemption of a husband and wife living together may be taken by either or divided between them. Each person (other than husband and wife) dependent upon and receiving his chief support from the taxpayer, if such dependent person is under 18 years of age or is incapable of self-support because mentally or physically defective is a "dependent." (Sec. 25.)

### How to Use the Federal Income Tax Chart

The computation of income taxes under the Revenue Acts of 1934 and 1935 is simplified by reason of two changes in the law:
(a) the reduction of the normal (Continued on page 72)

# Did You Know That Polo Was Played On Roller Skates Over 50 Years Ago?

UR authority for this statement is an article which appeared in Harper's Weekly, dated Saturday, September 8, 1883. This news item is so interesting that we are reproducing it herewith with the permission of the publishers. To just what extent UNION HARDWARE Ball-Bearing Extension Roller Skates figured in polo games we do not know, but then, as now, they were and are popular roller skates with many sport lovers.

Today in the parks, on the sidewalks, in the rinks, on the stage and in amusement halls roller skates are all the "go".

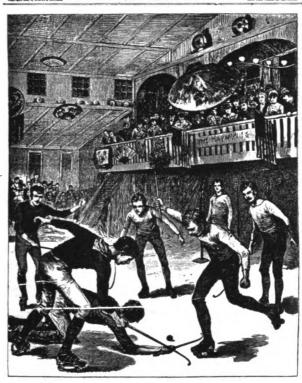
But whether used for games or every day sport we commend the widespread efforts toward safety among school children, many of whom skate in the streets. About 50,000 boys and girls have already joined a "Safety League". Nearly 300 Safety Clubs have been organized. Every state is represented. Hardware and sporting goods dealers are cooperating to teach boys and girls general traffic and safety rules, especially in roller skating.

We shall continue to make Union Hardware Ball-Bearing Extension Roller Skates as STRONG and SAFE as good materials and long experience can produce.

Our 1936 Line Is a Trade Winner Sold by All Leading Jobbers.







"By Courtesy of Harper's Weekly"

### Polo on Roller Skates at Newport

Drawn by C. W. Weldon, From Harper's Weekly, New York, Sat., Sept. 8, 1883.

"Polo on roller skates, instead of ponies, has become a favorite pastime in Boston, Newport and other cities where commodious rinks afford facilities for the game. It is played subject to the usual rules, and offers the same opportunities for excitement and the display of pluck and skill.

"The game shown in our picture was played in the Olympian Club rink at Newport, Rhode Island, and resulted in the victory of the Alphas. Their play was throughout steady and fine, though now and then inferior to that of the Newports. This is the first defeat which the Newports have experienced at home."



## The Price Trend

By L. H. BRONSON.

President, The Bronson & Townsend Co., New Haven, Conn.

ALTHOUGH the average of hardware prices as represented by our hardware commodity index seldom shows the wide swings of some of the other sections of the general commodity index, the trend is in almost all cases the same. The general commodity index has indicated that we have been passing through a period of stabilization, and it is only within the last two or three months that there has been evidence of the beginning of a very definite upward movement.

The general commodity index had a very considerable rise back in 1933 as a result of wage increases made necessary by the NRA. During the latter part of 1934 and the first six months of 1935 the index moved very little either way, although individual groups moved both up and down. In this way the different groups were gradually brought into better alignment with each other. In other words, a basis was being formed from which a general advance might take place whenever the increase in the volume of business furnished both the opportunity and the incentive.

Our hardware commodity index showed a run up from the low to the high point of 1933 of between 7 per cent and 8 per cent. From the high point there was a decline of 2 per cent or 3 per cent, and now for a period of nearly a year there has not been a maximum movement either way of over 1 per cent.

Some four months ago there began to be signs of a rise in the general commodity index and an upward movement of considerable size has already taken place. As yet this advance shows very little in the hardware average largely

because, although there have been some advances, as sometimes happens the final adjustment in a downward swing of the market takes place just before an advance begins. In other words, many manufacturers, in anticipation of an improvement in business, have been reviewing the detail of their cost and in making final adjustment have established lower prices as a foundation to build on. One tool manufacturer has done just this. In other cases the final roundup of a difficult competitive situation results in one last brief price convulsion followed quickly by a withdrawal of these prices and an announcement of an advance. Perhaps the lower prices of screws, bolts and roofings during the summer and early fall are examples of this type. Offsetting these declines, there have been advances in the cost of rope, wire cloth, steel goods, twines, lock sets, flashing. There are also rumors of advances in the price of paints, varnishes, shellacs, linseed oils and many other items.

#### War Clouds

Of course, the situation is confused somewhat by the Italo-Ethiopian War which has resulted at least in a temporary demand for war materials, not only from Italy and Ethiopia but also from all the other European countries who fear another major war. If there should be a general war there probably will be a very radical run up in the price of most hardware items. It is not our thought, however, that it is the major function of either the retail

dealer or wholesaler to buy speculatively. Therefore, although we all should keep in mind the possibilities of a general war, there are other and sufficient reasons why a change in our buying procedure may be wise.

If we are at the beginning of a cycle of advancing prices, it will be to the advantage of all of us if we determine that fact as soon as possible. For it is obvious that the buying policy of a period of advancing prices will differ from that which has been followed for several years past.

Aside from a short period in 1933 there has been no general advance in commodity prices for a period of five or six years. As a matter of fact, during all these last years the tendency has been a little downward and therefore there was a double advantage in maintaining low stocks, for the lower the stock the less the capital investment and less loss when prices moved downward. The disadvantage of maintaining a small stock is that as a rule a low stock results in inadequate service to the consumer.

Therefore, if we are to assume that a change in the price cycle is taking place and that as commodity prices advance hardware prices will fall into step with them, there is every advantage to a changeabout in the buying policy. A little more liberal buying will result in better service and in increased sales. And in addition, it is always well to have on hand at the time of an advance more stock than was held at the time of a decline. As we are all creatures of habit, there is danger we will not adjust ourselves to this changed situation fast enough to take ad-

(Continued on page 80)

### Why you can make money on Loma in 1936



Because, again, in 1936 LOMA launches a strong Advertising Campaign to send customers to your store.

> ...LOMA offers you a fine variety of NEW and distinctive Sales Helps, including Window Trims, Counter Cards, Leaflets, Mats and Electros.

> ...LŌMA is packed in strong, inner-lined, moisture-proof bags and in well-made canisters—attractive looking and popularly priced.

> ...LOMA offers NEW QUANTITY DISCOUNTS on future orders placed now for Spring delivery. (This Quantity Discount offer positively expires January 31st.)

... And last and most important, because LOMA is a COMPLETE Plant Food of unexcelled quality—containing every element required for plant growth. (Perfectly balanced formula on every package).

Remember, LOMA is "the best thing on earth" for lawns and gardens.

NOTE: Jobbing Discounts available for firms doing a wholesale business. For full information and prices write:

LŌMA
61 Broadway, New York City



#### ANOTHER REASON WHY I FEATURE

# NATIONAL SCREEN DOORS

That rounded edge is another neat little finishing touch that the National Screen Company puts on its screen doors—and that's another reason why National Screen Doors are my best sellers. My customers appreciate the fact that extra features like that are a sign of superior workmanship and fine quality throughout."

And does extra work like that make National Screen products more expensive? Not by a long shot. National Screen Doors and Window Screens sell on price as well as quality and good looks. Send for our new 1936 schedule and price list.

#### SEND FOR THIS CATALOG

NATIONAL SCREEN CO., Suffolk, Va. Please send us a copy of your 1936 catalog showing the complete line of National Screen Doors, Window Screens and Ventilators.

Name......

Address.

New York Office: 253 Broadway
Southern Selling Agents
SAND & HULFISH, Baltimore

SCREENS 1936

NATIONAL SCREEN CO. SUFFOLK VIRGINIA

# No more backaches USE an EZ SIDEWALK

**SNOWPLOW** 



(PATENT APPLIED FOR)

Instead of lifting the heavy snow... the plow brushes it lightly aside!

Instead of repeatedly bending over... like opening and shutting a jackknife... you simply walk, standing erect.

Instead of hard labor and callouses . . . you take a stroll along your walk.

Instead of a big job . . . a few minutes of light workout.

Instead of a backache . . . a little invigorating exercise.

(Send for price lists and circular)

It Saves Your Time and It Saves Your Back!

#### BLAIR

MANUFACTURING COMPANY

Established 1879

SPRINGFIELD, MASSACHUSETTS

#### Back Up Your Advertising

(Continued from page 24)

definite to work on. And in these days of modern business methods a retailer of hardware should be able to know accurately the costs of doing business, and what proportion of that cost he can set aside for advertising.

The approximate cost of the Program outlined in the Charts herein can be kept within 2% of the gross sales of sixty thousand dollars a year. This is merely suggestive, of course. Some localities or conditions would warrant a larger expenditure—some, a smaller. But the alert and aggressive retail hardware dealer of today recognizes that the principle of budgeting and planning his advertising has taken it out of sporadic or uncertain expenditures. He knows accurately from clear analysis, just what he is investing and why, and that the total so invested in any period is absolutely based on sales expected or on sales in a preceding period.

Then there is the choice of mediums. This is one of the most important problems confronting the advertiser. An advertising medium in its broadest sense is any vehicle which carries an advertising message, suggestion or impression. There are three general classes of mediums: (1) DI-RECT MEDIUMS—through which the prospective customer is reached directly by the advertiser, either by mail or some other distributing agency fully controlled by the advertiser. (2) PERIODI-CALS—through which the prospective customer is reached by the introduction of a third party. (3) SIGNS—through which the prospective customer is reached by utilizing the habits of the public.

In the case of DIRECT MEDI-UMS, the advertiser makes up his own list of possible customers or buys one already made. When he buys space in a PERIODICAL, he buys a certain amount of circulation, and a class of readers which he desires to reach. SIGNS are probably the oldest form of advertising and include a wide variety of different kinds—those most commonly known and used being, Electric Signs, Painted Bulletins, Dealer Signs, Theatre Signs, and those known as Bill Posters (or Boards).

The small retailer of hardware is generally limited in his selection of mediums, these being confined principally to Newspapers, Direct Mail, Signs, Dealer Helps (Stuffers, Display Material—counter and window), and sometimes Radio.

NEWSPAPERS as a class carry more advertising than any other one medium. A newspaper has two outstanding characteristics. First, it is concerned chiefly with the printing of news-not the news of special trades or interests, but the general news of the community and the world. Second, it ordinarily serves a definite locality. It may have subscribers all over the country, but the bulk of its readers are found in the community in which it is published. And, as most newspaper readers "swear by" some one newspaper in their locality and read it religiously, newspaper space becomes one of the most important mediums with which to reach prospective customers.

In the use of newspaper space you will find two mediums—Display and Classified. Display space being where you buy so many column inches and fill that space with "selling words" and illustrations, or copy. And classified is that where you buy so many lines under a "classified head" in that part of the paper devoted to Classified Advertising.

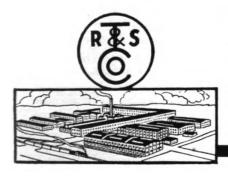
Réferring to the Charts you will see that classified advertising plays quite a prominent part in the selling of one thing—old ranges, reconditioned trade-ins. Place a three to five line classified ad under the heading, "For Sale—Miscellaneous" in the Sunday morning or weekly paper reaching the most prospects of the type who might be interested in the purchase of a used range. The address given in the ad should be only a telephone number. Such an ad will bring many calls, and often the contact resulting will

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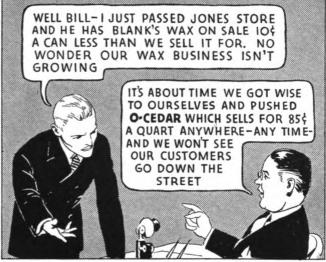
sell at a price make dissatisfied customers for us-and for the Jobber. Only the finest in materials, equipment and labor are used in the production of every TR&S Rivet. You may pay a little more for our rivets but that little is your guarantee of satisfied customers -and that's the best insurance we know of for the future of your business. Play safe—sell TR & S Rivets—quality pays dividends in good will.

#### **TUBULAR RIVET & STUD COMPANY** BOSTON, MASS.



The largest factory in the world devoted to the manufacture of Tubular and Clinch Rivets.

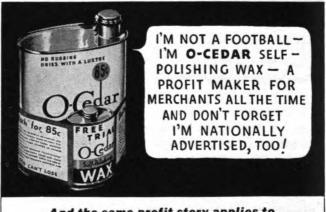
#### BILL AND SAM LEARN IT'S NO FUN LOSING CUSTOMERS TO COMPETITOR



#### LATER

I WANT ANOTHER CAN OF O-CEDAR SELF-POLISHING WAX-I LIKE IT BETTER THAN ANY I'VE USED - WE'VE ALWAYS USED O-CEDAR POLISH AND MOPS IN OUR HOME-SO THIS O-CEDAR WAX IS LIKE AN OLD FRIEND /





And the same profit story applies to

POLISH, MOPS AND DUSTERS



• Klein Pliers are made for the man who needs or appreciates a remarkably fine tool.

From the careful inspection of the alloy tool steel made to the most exacting specifications—

Through the old craftsman methods of individual manufacturing and individual heat treating—

To the final steps of rigid inspection and testing, each pair of pliers that carries the Klein trademark represents the maximum in plier quality.

Klein methods viewed in the light of modern mass production are necessarily more costly.

On the other hand, for a man who demands a plier of Klein quality there is no way to produce it except the Klein way.

Mathias & Sons [Stablished 185] & Sublished 185] & Sublis

bring the sale of even a new range and many times a new store customer. And the costs of such advertising is small.

DIRECT BY MAIL advertising centers about the letter. In a broad sense any letter written to a customer or prospect for the purpose of obtaining business, partakes of the nature of advertising. But this term is not often applied to general correspondence where each letter is personal. It is used to signify "selling letters," one or more of which may be mailed to prospective customers. Mail advertising while general in its appeal to all the persons in a group, may be sent to them directly as individuals. Some of the advantages of direct advertising as compared with more indirect mediums. are, (1) to concentrate your advertising upon a particular community or a particular class of people, or to a particular type of individual or prospect. (2) To time the reading of the advertisement. (3) To check closely costs and returns from this particular form of advertising. (4) To permit enclosure of folders or circulars, advertising the article you are selling. And (5), one of its most attractive advantages is that you are permitted to carefully select your prospects and build your advertising to "fit" that particular prospect. It is one of the best mediums for selling a SPE-CIAL PRODUCT, where an actual prospect may be carefully selected and an appeal made direct to the individual.

In using direct advertising there are a hundred and one sources from which good prospect lists may be compiled. Some of the most common being:

most common being:
CITY DIRECTORIES.
TELEPHONE DIRECTORIES.
CITY AND COUNTY TAX LISTS.

BUILDING PERMITS.
LICENSE & MARRIAGE RECORDS.

PRESS CLIPPINGS (Watch your papers for these, and you will find them a fount of information. Society notes, engagement notices, fires, births, deaths, marriages, transfers of real estate, and innumerable bits of other information useful in building up a good prospect file.)

YOUR OWN REGULAR CUSTOMERS.

AUTOMOBILE LICENSE NUM-

And if you don't want to go to the trouble of compiling your own lists, valuable mailing lists may be purchased on very short notice and cheaply from listing agencies and addressing companies, who make a business of supplying class lists of most any kind of prospects you might desire to reach.

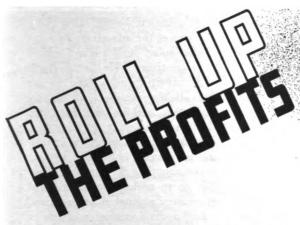
The STUFFER (Envelope Insert) furnished by many manufacturers is a no-cost medium which can be tied up in bundles of merchandise or sent out with monthly statements or other mail, and you will be surprised at its many instances of stimulating sales for the product which it is advertising.

THROW-AWAYS are usually reprints of advertisements which the advertiser is running in newspapers, or a specially prepared advertisement, printed cheaply—mostly on newsprint, and thrown on porches, stuck in doors, or tossed in autos, and used to reach those prospective customers not exactly being reached by other forms of advertising. This medium is a good producer if carefully distributed and supervised.

SIGNS, modern and artistically done and properly located, window trims, changed regularly, counter cards, and special display racks, bearing the advertisement of the manufacturer (who usually furnishes them), are all effective mediums, and all livewire retailers of hardware use them extensively.

RADIO, which is not included on any of the Charts, is a comparatively new medium for advertising, but a most effective one if used rightly. Small local stations should not prove too expensive for some advertisers, and they are sure to have various plans which can be adapted to an advertising program most advantageously. As a good-will builder and as a tie-up with other advertising the writer believes it to be one of the most effective advertising mediums in use today.

In closing I cannot stress too strongly the putting of your organization behind your advertising program. An advertising campaign is the expression of the advertiser's sales policy. It is his most important way of talking to



HERE'S one of the fastest selling items in the retail hardware trade . . . ball bearing casters that roll in any direction quietly, smoothly and without effort.

MERCHANTS MAKE MONEY WITH "ACME" CASTERS Every customer is a logical prospect for "ACME" Ball Bearing Casters. All you have to do is demonstrate... roll an "ACME" along the counter or in the palm of your hand and the sale is made. Stock "ACMES" and roll up profits.

THE SCHATZ MANUFACTURING CO. POUGHKEEPSIE, N. Y.



BALL



**PHOENIX** 

"PHOENIX MEANS QUALITY"

HORSE AND MULE SHOES



Sport Shoes for Trotters, Pacers, Runners, Polo Ponies and Saddle Horses



**JUNIATA** 

"THE SHOE WITH THE REPUTATION"

HORSE AND MULE SHOES



Powers Rubber Bar Shoe Made Also in Open Style

BULLDOG, JUNIATA, SWEETS and AMERICAN CALKS

Sold on an Established Policy Through Regular
Trade Channels

#### PHOENIX MANUFACTURING COMPANY

Chicago, Ill.

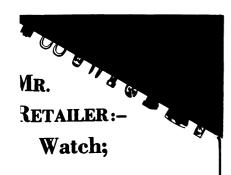
Successors to Phoenie Horse Shoe Co. Catasauqua, Pa.

"Our products are manufactured in the United States of America by Union Labor,"



Highest Grade Drop Forged Products

LARGEST MANUFACTURERS OF HORSE AND MULE SHOES AND CALKS IN THE WORLD



- —for coming advertising in space carrying this border;
- —announcing merchandise produced with probably the country's greatest length of experience;
- —by a factory with only 1/10 of 1% credit losses for all last year, thus eliminating the customary high credit loss cost factor from our final prices to you;
- —plus profitableto-you, practical
  variety AND
  a sales policy
  that the trade
  helped to plan.

the public and of telling them about himself and his goods. But it is not the only way. Every letter that goes out from a business establishment advertises that business. It creates a good or bad impression, and the bad impression may be so bad that no amount of general advertising can remove it. Every time an employe of a business house comes into contact with the public he helps or hurts his employer. No matter how casual may be the personal contact between visitors and employes of a store, every time there is any personal contact the visitor receives a good or bad impression of the house that the employe represents.

The retail store can nullify hundreds of dollars' worth of good advertising by failing to take proper care of orders, by failing to make prompt deliveries and by failing to do many other things which good service demands.

It is not difficult to tell the public about high ideals, courteous service, careful attention to orders, good products and honest treatment, but it is often a very dif-

ficult matter to be sure that every employe of the advertiser lives up to the spirit and policy behind the advertising. The retail hardware advertiser who fails to see that all the members of his organization are imbued with his ideals and that they do their best to back up his advertising, is failing in a very important respect in coordinating the various things that go to make up a successful advertising campaign or program.

And in the preparation of advertising remember that advertising is expression. It is more than mere words on paper. Advertisements are the representatives of the organizations paying for them. They should be like those organizations, look like them-live like them. A truly successful advertising program is not developed by mere formula. It is an expression of a store's character. And in so far as that character is strong, as that character is steadfast, as that character is true, to that extent, and to that extent only, may your advertising program be expected to succeed.

#### Filing Your Income Tax

(Continued from page 64)

tax to a straight 4 per cent, and (b) the allowance of the personal exemption and credit for dependents for purposes of both the normal tax and surtex.

The normal tax is not shown on the chart because it is readily computed by taking 4 per cent of net income subject to normal tax. The table of surtax rates (columns 2 and 3 on the chart) is all that is needed for the computation of income, taxes under the Revenue Acts of 1934 and 1935 (see first method below). For the convenience of taxpayers, however, a table of the total amount of normal and surtaxes has been included in the chart (columns 4 and 5) from which the total tax may quickly be estimated (see second method below).

The Revenue Act of 1935 increased the rates of tax but only with respect to surtax net incomes in excess of \$50,000 in taxable years beginning after December 31, 1935. In using the chart to compute the tax upon surtax net

incomes in excess of \$50,000 select the rates applicable to the taxable year for which the computation is being made.

The Federal Income Tax chart may be used to compute income taxes under the Revenue Acts of 1934 and 1935 in one of two ways as follows:

#### FIRST METHOD:

- Add all of the items of taxable gross income including dividends, interest-exempt from normal tax, and capital gain.
- From taxable gross income subtract all allowable deductions, and capital loss to the extent recognized. Subtract also the personal exemption and credit for dependents. The amount remaining is "surtax net income."
- 3. Compute the surtax upon "surtax net income" by reference to columns 2 and 3 of the chart on page 64. (There is no surtax on surtax net income of \$4,000 or less.)
- Determine the amount subject to normal tax by deducting from "surtax net income" (a) the

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HARDWARE AGE



#### HERE'S A Genuine EAGLE PUMP OILER for Only 75¢ Retail

This improved hydraulic pump oiler has wide usefulness among farmers, mechanics, plumbers, garagemen, millwrights, etc. It has Eagle-quality construction, welded steel spout, seamless body with doubleseamed bottom, one-piece handle, positive action pump, machined brass plunger. Capacity 3/4 pint. Six-inch bent spout.

#### RAINBOW DISPLAY

contains half dozen oilers -assorted red, blue and green. A colorful, sales stimulating display for window or counter.

ORDER FROM YOUR JOBBER or write for names of jobbers carrying this fast selling pump oil-Our liberal discount permits good profit.



EAGLE MANUFACTURING CO. Wellsburg, W. Va.





/! The Year Closed BIG! with a HAPPY NEW YEAR ahead!

Stock up!



Brushes by Baker. He's found a Line that sells itself to everyone who paints! • Baker Quality • Baker Policy • Handsome brush dispensers cut selling dotail • give time and profit yield in other store departments. YES SIR! 1935 closed BIGI @ Look to Baker for SALES in '361 Baker Standards are kept in front of consumers. Baker Trademarks speed demand. • Self-sales! Re-orders are just routine and volume GROWSI

why Brushes by Baker are

Fundamentally yours baker brush co.,inc.



amount of dividends and interest exempt from normal tax (previously included in gross income) and (b) 10% of earned net income, but not in excess of 10% net income.

- 5. The normal tax will be 4% of the amount remaining.
- The total tax will be the total of the surtax and normal tax so found.
- 7. From the total tax deduct allowable credits such as taxes withheld at source, taxes of foreign countries and possessions of the United States, and miscellaneous credits, if any. The sum remaining will be the Net Total Federal Income Tax.

#### SECOND METHOD:

Taxpayers, the greater part or all of whose income is subject to both normal and surtax may compute their income taxes by reference to columns 4 and 5, as follows:

- (a) Determine "surtax net income" in the manner outlined above (paragraphs 1 and 2.)
- (b) Compute the gross tax upon "surtax net income" by reference to columns 4 and 5 of the chart of the preceding page.
- (c) From the gross tax deduct 4% of (a) dividends and (b) earned income credit. Deduct also the credits described in Paragraph 7 above. The sum remaining will be the Net Total Federal Income Tax.

#### Important Changes in the 1934 and 1935 Revenue Acts

#### Capital Gains and Losses

The Revenue Act of 1934 established an entirely new method of treating gain and loss upon the sale or exchange of "capital assets." "Capital Assets" includes all property held by the taxpayer (whether or not connected with his trade or business) but does not include stock in trade of the taxpayer or other property of a kind which would properly be included in the inventory of the taxpayer if on hand at the close of the taxable year, or property held by the taxpayer primarily for sale to customers in the ordinary course of this trade or business. Gain and loss upon the sale or exchange of capital assets is recognized on a percentage basis dependent upon the length of time for which the asset has been held, as follows:

100% if held for not more than 1 year; 80% if held for more than 1 year but for not more than 2 years; 60% if held for more than 2 years but not for more than 5 years; 40% if held for more than 5 years but not for more than 10 years; 30% if held for more than 10 years.

The amount of recognized capital gain which exceeds recognized capital loss is added to and becomes part of the taxpayer's ordinary income and is taxed at the normal and surtax rates applicable thereto. Such capital gain may be offset by the ordinary losses and other deductions of the taxpayer. The amount of recognized capital loss which exceeds recognized capital gain is deductible from the taxpayer's ordinary income only to the extent of \$2,000.

In the case of corporations, the percentage reductions of gains and losses recognized upon the sale or exchange of capital assets do not apply, i. e., 100 per cent of all gain and loss is recognized. Corporations are, however, subject to the limitations upon the deduction of capital losses, i.e., to the extent of capital gains plus \$2,000.

Gains upon distributions in complete or partial liquidation of a corporation must be reported in full (100 per cent) but losses upon such distributions are subject both to percentage reduction and to the limitation on the deductibility of capital losses described above.

For special rules applying to the determination of the period for which capital assets have been held, short sales, the failure to exercise privileges or options, the retirement of bonds, and bond losses of banks and trust companies, see the statute.

#### Federal Tax Calendar

1936

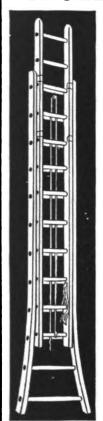
Feb. 1. Last day for a citizen or resident to file claim for exemption from withholding of tax on tax free covenant bonds.

Feb. 1. Last day for a corporation to file report, covering distributions, partly or wholly nontaxable, to shareholders.

Feb. 15. Last day to file all information returns (except corporation reports of distributions

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#### RICH LADDERS



Rich ladders are famed for strength and quality (combined with light weight). Reason? Rich Ladders are made of carefully selected, airdried, clear spruce, re-inforced for safety and durability. Rust-resisting, cadmium-plated hardware. Step, Single, Extension, Sectional Ladders; also Scaffolding, Trestles, etc., for every trade and purpose. Prompt shipment from warehouse stock near you. Write for catalog.

#### At The Chicago Show

See the display of Rich Ironing Tables, including the Auto-Krat, the Durex and the new Premier. Each one an out-standing value in its class.

#### Write for Catalog

Shows Rich Ladders, Ironing Tables, Step Stools, Clothes Props, Wash Boards and other woodenware specialties. Leading job-bers handle the Rich line. Ask your jobber. VISIT OUR **EXHIBIT** ROOM 532A, STEVENS HOTEL CHICAGO JANUARY 5 TO II.

The Rich Pump & Ladder Co. 1028 Depot St., Cincinnati, Ohio





Forstner Bits are the only bits that are not dependent on a center or a level to guide them. They cut from the outer rim. The entire surface is at work all the time, no jagged ends; every part of the work is smooth and polished. They bore their way through hard, knotty, cross grained wood. leaving a smooth hole and clean, polished surface.

Let us send you catalogues. Order through your jobber or direct.

The Progressive Manufacturing Co. TORRINGTON, CONN., U. S. A.





### 5 2 8

#### dealers tried both

and here is how they voted:

FOR LOOSE-LEAF CATALOG

86%

FOR TIGHT-BOUND CATALOG

14%

-here is what they wrote on their ballots

"Couldn't get it change back "
"the only way to conduct a ... bruiness."

These retailers were getting a loose-leaf catalog from one house and the old-fashioned kind from another. They knew! Why not ask your wholesaler for this modern, efficient catalog service?

Wholesalers: Write on your letterhead to THE HEINN COMPANY, Dept. 1225, 326 W. Florida St., Milwaukee, Wis., for new book, "The Catalog Question," showing how you can serve your dealers better and make more money by rendering a loose-leaf catalog service to your trade.



Another loose-leaf catalog just issued to the trade—a new edition by Isaac Walker, users of the Heinn loose-leaf system for many years.



Originators of the Loose-Leaf System of Cataloging

Branch offices in principal cities

to shareholders, partly or wholly nontaxable.)

Mar. 16. Last day to file individual, corporation, fiduciary and partnership income tax returns and corporation excess profits and surtax returns (except returns of non-resident aliens, foreign partnerships, foreign corporations, etc. see June 15). Entire tax due or, at option of taxpayer, one quarter of tax, and balance of tax in three equal installments at intervals of three months.

Last day to file annual report of taxes withheld at source.

Last day to file gift tax returns. Payment of entire gift tax due.

Last day to file information returns by donees of gifts. May 1 last day to file non-resident alien exemption certificate with withholding agent.

June 15. Last day to file income tax returns of non-resident aliens and foreign corporations not maintaining office or place of business in United States. Entire tax due or, at option of taxpayer, one quarter of tax, and balance of tax in three equal installments of intervals of three months.

By general extension last day to file income tax returns of foreign partnerships, foreign corporations maintaining office or place of business in United States, domestic corporations transacting business and keeping records abroad, domestic corporations whose principal income is from possessions of the United States, and citizens residing or traveling abroad. First and second instalments of tax due with interest at 6 per cent per annum on first installment from March 15th until paid. Taxes withheld at source due. Second quarterly income tax installment due.

July 31. Last day to file capital stock returns. Payment of entire capital stock tax due.

Sept. 15. Third quarterly income tax installment due.

Dec. 15. Fourth or last quarterly income tax installment due.

#### Future of the Wholesale Business

(Continued from page 35)

must be included in the retail price.

Department stores are large enough so they themselves perform the wholesaling function, that is, they buy goods in quantities and store reserve stocks in warehouses ready for delivery to the sales floors when needed.

The national chains which operate many stores are large enough so they take quantities into their warehouses and redistribute them to their member stores. There is no way whereby goods can be gathered from thous and sof sources and made quickly ready for sale over the retail counter except by having someone, somewhere along the line, perform the wholesale function.

An independent merchant who attempts to buy goods direct from the mills soon discovers that thereby he has defeated his purpose. He nearly always buys an excess quantity, in order to reduce his cost; at best he kills his turnover and at worst he puts himself out of business.

In order that the independent merchant may be able to survive at a profit, he must turn the wholesaling function over to someone else, so he may be able to buy each item in a modest quantity, make his investment cover many items, and rely upon a fast turning stock to give him volume.

That is the best answer as to the future of the wholesaler. The wholesale industry exists to serve the independent merchant. It has no other reason for being. If there were no independent stores there would be no wholesalers, and if there were no wholesalers the average independent store would have to go out of business. It could not meet the price competition of its larger neighbors, the department store and the chain store.

In recent years, as you know, we have succeeded in introducing the consumer preference principle into our own merchandising. This has been made possible through our owned "laboratory" retail stores (Scott-Burr) and through the intimate contact we have with the members of our two voluntary chains—Ben Franklin and Federated.

Through these sources it has been possible for us to learn ac-

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#### SPEEDY PAINT SPRAYER

View of Speedy Paint Sprayer No. 850 in workshop of the Model Home of America, Atlantic City. Professional type electric spray equipment listing as low as \$20 and \$14. Others \$5.00 and up. Auto power sprayers list from \$2.60 up. Speedy sprayers are professional type for all general painting, varnishing, etc. Low cost makes selling easy. Built right for long life.

Dealers: Write for complete details, prices and discounts.

ELECTRIC **COMPRESSOR** OUTFITS

LIST AS LOW AS

**20** and **\$14** 

COMPLETE (without motor)

W. R. BROWN COMPANY

2014 N. Major Ave.

For Very Heavy Work

You wouldn't expect a light weight

man to handle jobs intended for a heavy weight man-nor a wrench. The

COES "Steel-Handle" Wrench is a

strong, heavy built tool that withstands

heavy work. It stands up and takes punishment on severest wrench jobs.

Sell it with confidence. Seven sizes:

Ask Your Jobber

CHICAGO

# scrip-

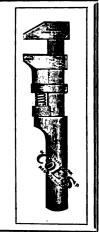
#### A FINE CHROME-PLATED TOOL FOR HOME OR FARM WORK

THIS model is one of the world's largest selling torches. The tank is chrome-plated, and is fitted with windshield and a lock-down, T-handle pump. This tool has the construction features that have made C & L torches the standard of the country. Yet it is modestly priced, as are C & L 800 and C & L 600A, other models in to the our low-priced line.

CLAYTON & LAMBERT MFG. CO.

Detroit, Michigan
Makers of World's Largest Selling Firepots

#### BEMIS & CALL CO. **SPRINGFIELD**



MASS.

#### RUSH

mean more profit from your brush counter.

Ask your jobber.

THE OSBORN MANUFACTURING COMPANY

5401 Hamilton Avenue

Cleveland, Ohio

Sales Offices: New York-Detroit-Chicago-San Francisco

#### Repairs Unsightly Chipped Porcelain

When home owners hit and chip When home owners hit and chip porcelain or ename! fixtures—
Tilette Liquid Porcelain Glaze will quickly repair them like new. Ideal for Porcelain and Ename! Sinks, Bath Tubs, Lavatories, Refrigerators, etc. Ready for use, waterproof, dries quickly with a permanent porcelain gloss. In 1 oz. jars, packed 12 to attractive counter display. Onlek 25 counter display. Quick 2st cent seller. Liberal profit. Asl your jobber to supply you. If he cannot, write to us.

6 to 21 inches.

TILETTE CEMENT CO., INC.

401 Lafayette St., N. Y. C.

1115 Temple St., Los Angeles, Calif.



#### MANY EXTRA DIMES FROM THIS New All-Metal Revolving Display Cabinet



#### and its FREE!

Advertising creates a steady demand for Moore Push-Pins, aluminum or glass heads and Moore Pushless Hangers.

Our new Revolving Display Cabinet given absolutely free with 72 window front packets...occupies only 61/2 square inches of counter space ... makes sale after sale. Get one from your jobber today . . then watch the extra dimes build your daily volume.

MOORE PUSH-PIN CO. 113-125 Berkley St., Phila.

#### SAVES **SPORTSMEN'S** Retails for only 60c. LARBLES This is the Match Box referred to in recent news dispatches and feature articles in sportsmen's magazines. Many a life has been saved by MARBLES Waterproof Carried in pocket or attached to belt or chain by handy ring. ¾ inch outside diam-eter. Carries several days' supply of matches. Absolutely waterproof—even when submerged under water. Packed 6 to each new display carton. Order from your jobber or direct from and you'll sell 'em. Retails for 60c MARBLE ARMS & MFG. CO., 540 Delta Ave., Gladstone, Mich., U. S. A.



#### Repairs **CRACKED FIREPOTS**



Write for Free Sample and Full Information FIRELINE STOVE & FURNACE LINING CO. 1859-L Kingsbury St. Chicago, III., U. S. A.



#### MANY USES-MANY SALES

Slipknot Friction Tape is a steady repeat seller. Extra adhesive—binds tightly—holds securely. Lastalongest—neverdries out. Edges cannot ravel. In 1, 2, 4 and 8 oz. rolls.

SLIPKNOT SOLES are easily fitted and attached to any size shoe. No nails—no stitches. Finest quality rubber.



leather 2 to 1. Each pair on a Strik-ing Colored Card with Tube of ube of Double Strength Sole Ce-ment. Sizes for Men's, for Men's, Women's and Children's Shoes. Sold through Jobbers.

COMPANY, Inc. of Cloth in the World est Rubberivers CANTON, MASS. 100-200 Revere St.

curately the items which the public prefers, and the price which the average man or woman wishes to pay.

It is then a comparatively small matter for our buyers to go to the mills and purchase goods whose

sale over the retail counter is assured, because it has been predetermined that they are the goods the consumer wants.

We have also, as you know, gone to great effort and great expense to establish a retail promotional division for the benefit of cooperating retail merchants, which gives them substantially the same benefits which chain stores receive from their respective headquarters.

In my judgment, the success of the wholesaler in the future will depend largely upon his ability to put his independent merchant customers in position to compete in all ways with the chain store.

#### Handicraft Club Boosts Power Tools

booth as it appeared at a home show held in Milwaukee. booth was dismantled and reerected in the hardware store after the close of the exhibit. A great deal of interest was aroused by the power tools shown, and, as this was a working exhibit, a large audience could always be seen at the booth. Quite a number of onlookers made inquiry as to the requirements for joining the Handicraft Club, as well as prices for the various tools shown, resulting in considerable increase in membership for the club as well as the sale of a number of power tools.

The G. A. Butter Company makes a practice of keeping the latest design of power tools available, offering a fair trade-in value on tools of older design. It is claimed that one of the largest stocks of power tools in the state is carried at this store.

In its advertising the Butter concern stresses the Handicraft Club. One advertisement stated,

"Wintry nights bring happy hours in your home work shop. Zero weather with a biting cold wind whizzing around your house means a barrel of fun at the old workbench with a Driver or Delta tool at your disposal.

"Visit our home work shop. A very complete line of power and hand tools, etc. Consult our complete library for problems you may have; you will find it very helpful. An invitation to visit our next meeting of the G. A. Butter Handicraft Club. There will be a lecture and demonstration on the subject of 'Cabinet Finishing' to be given by a man who possesses complete knowledge of finishing softwood, open-grain hardwood and close-grain hardwood. You are more than welcome."

It is not difficult to see that with such excellent promotion the G. A. Butter Co. finds that the membership in the club grows fast and that the club provides wholesome interest for interested persons in the Milwaukee district.

#### Is a Service Store the Answer?

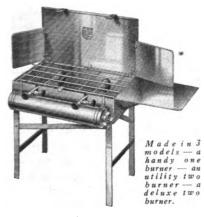
(Continued from page 40)

"Well," dryly remarked the Government lawyer, "you may be an expert and your evidence may be valuable, but you seem to have been among the unemployed for the last three years." Such situations as that are unkind especially around Christmas when we should all be full of goodwill to mankind.

But how I do wander around. What I started out to say was that while my car was being filled with

the fancy gasoline, I took a look around the garage to see how they were doing. I talked to the proprietor. I discovered this garage ran a regular store. They sold tires and everything else necessary for an automobile. They supplied water, air, oil and gasoline. They repaired your machine, blew up your tires and would even sell you rifle and shotgun ammunition. An examination of their stock indi-





#### SOMETHING TO TALK ABOUT



#### **GASOLINE** CAMP STOVES

Each burner is individually controlled and operated—permitting fast and slow cooking at the same —in fact, it operates exactly like the most expensive kitchen range. A feature found only in

time—in fact, it operates exactly like the most expensive kirchen range. A leadure round only in transfer that it is a standard lighting—fuel tank easily removed for safe filling—built-in pump—rigid construction and non-warping welded grates. Stoves that stand up under heavy use. Have a trim and attractive appearance—olive drab lacquer enamel easy to clean.

With all these features Turner Camp Stoves cost no more than ordinary stoves. You can really SELL Turners—you can get them from your jobber.

Sycamore, Ill. U.S.A.



#### NEW

#### Silent Salesman for STOVINK

Will greatly increase your sales of this thoroughly established necessity. ink-blacking for hot stovesguaranteed not to burn offis in steady demand everywhere.

All shipments of one-ounce size now being made in new display carton containing twelve bottles.

JOHNSON'S LABORATORY, Inc. Manufacturing Chemists WORCESTER, MASS.





Ask about the New **Bunting Service** 

#### MADE-TO-ORDER PERSONALIZED **BUSINESS GETTING MAGAZINES**

Ten years of constructive service to the Hardware Trade has established Bunting Store Magazines as resultful, direct-to-home advertising media.

A tested means of cooperative sales effort for aggressive dealers, jobbers and manufacturers.

#### he Dunting Jystem

NORTH CHICAGO, ILL.



#### WORKING HAND IN HAND WITH THE JOBBER

Western Track and Hangers for Garage, Barn and Industrial Doors West-Over Door Hardware for Garages

95% of All Western Hardware Is Sold Direct To Recognized Jobbers WESTERN PRODUCTS, INC.

**NEWCASTLE** 

#### SURE-GRIP Hose Clamps



Stock up with dependable, noncorroding "Sure-Grips". This is the one complete line that enables you to serve every customer. For air, beer, garden, suction, automobile or steam hose—use "Sure-Grips". Special clamps made to your order.

Ask your jobber—or write us direct for price list.

J. R. CLANCY, Inc. Syracuse

You can swing a Good Axe Business with a Good Axe





COLLINS THE COLLINSVILLE, CONN



Everedy's 1936 Door Closer with the "Double-Jointed" Door Bracket.

EASY TO SELL

Because the Double-Jointed Bracket Makes It EASY TO INSTALL

FOOL PROOF
MONEY MAKERS FOR HARDWARE
DEALERS!



**EVEREDY DOOR BRACES** 

Everedy Turnbuckle Door Braces eliminate "Door-Sag." 16" to 72" in length.

#### **EVEREDY DOOR GRILLES**

Everedy Adjustable Screen Door Grilles prevent "Screen Bulge." Hand woven and expanded metal. Fit doors of almost any size.



ORDER FROM YOUR JOBBER TODAY
Write us direct for literature

THE EVEREDY COMPANY

Frederick, Maryland

#### **KEY BLANKS**

OF ALL KINDS



Catalogue on Request GRAHAM MFG. CO.

Dept. W. Derby, Conn., U. S. A.



#### The Original "HORSESHOE MAGNET" HAMMERS

Steel Forgings, Permanent Magnets. The best magnet hammers on the market. Give long and satisfactory service. The Hammer holds the tack.

ARTHUR R. ROBERTSON
Sole Manufacturer
596 Atlantic Ave., Besten, Mass.

Ansonia, Conn.



cated they were carrying quite an assortment of convenient articles for tourists and campers.

The properietor told me he started first just as a regular garage, supplying gasoline, oil and service. Then by degrees he added a lot of things that he could sell to people who stopped for service or gasoline. And he added that now he was not only doing all these things, but was also storing cars, which led to his having to take care of chauffeurs . . . This in turn led to his installing a restaurant to feed these chauffeurs, and in addition he has partitioned off several rooms and furnished them so chauffeurs can stay all night or become regular boarders, as they wish. And not only that, but he has made arrangements

with a number of his employees so they can eat and sleep on the premises at a very low rate.

All this has given me a good deal to think about in connection with the retail hardware stores of the country. Should the retail hardware store develop into a service store? Aren't too many retail hardware men simply sitting and waiting for somebody to drop in and call for hardware? This to me is quite an interesting subject. I may have struck upon a new idea. Suppose all of us think it over until my next article, when I will try to develop the thought of the retail hardware dealers of the country, especially the smaller ones in the small towns, inaugurating some sort of community ser-

#### The Price Trend

(Continued from page 66)

vantage of the early and larger opportunities.

It is always dangerous to forecast the future; but we are planning our own buying on the assumption that prices when adjusted will usually be higher rather than lower.

If this conclusion is right, two things can be done to advantage. In the first place, the stock of staple lines which sell the year 'round can be profitably built up a bit. We do not suggest speculative buying, but when it is known that an advance is in the making, as was recently the case with rope, the placing of a fair sized order in anticipation would seem to be an advantage. As this is being written, bolts are perhaps in a similar position. In a great many instances there will be some knowledge of a possible advance in price which information we shall carry on so that orders may be entered before the advance takes place.

Perhaps the biggest opportunity is offered in the case of spring seasonal lines. Whatever the prospect we never advocate 100 per cent future order placing. Seasons vary enough so that 75 per cent buying on an advancing market would be sufficient at the opening. On a declining market 50 per cent to 60 per cent should be sufficient.

For several years now most early orders for seasonal spring goods have been very conservative, and there have been some who felt it was both unnecessary and unwise to enter any orders for future delivery. This year it would appear as though the situation were completely changed. It does not seem reasonable to anticipate lower prices next spring, and there are probabilities of many moderate advantages and perhaps some rather large ones. The manufacturers of poultry netting, screen cloth, steel goods, lawn mowers, and other spring lines, have made an effort to establish their opening prices for next spring on the lowest possible basis, hoping that all will cover themselves at these prices.

Their quotations in almost every case limit the opening price to a comparatively short period of time and their personal recommendations on the side are that we get our customers covered and cover ourselves promptly. We know that advances are already being considered.

Following our usual custom, we are urging only that which is the basis of our own planning and action. Even though the detail of each one's needs differs, there would seem to be little question that a "right about face" in buying approach is warranted.



#### SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point. THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS ANTIQUE BRONZE — ALUMINUM

#### HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA



This is the year to cash in on quality bicycles! There is no surer way to do so than with the Columbia franchise. Open territory still available. Write for details now!

THE WESTFIELD MFG. COMPANY Westfield, Massachusetts

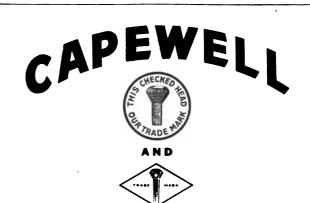
#### Can We Sell for YOU?

We are seeking one or two products to add to our lines as successful, established manufacturers' agents, also doing big importing business. We now contact jobbers and other sales outlets over entire country east of Rockies.

– Write giving details —

#### THE HOUSE OF CRANE

Indianapolis, Ind.



### FRANKLIN

**HORSE NAILS** 

Two famous brands made by a company known over half a century for integrity and quality.

> **CAPEWELL HORSE NAIL CO.** HARTFORD, CONN.

#### The BOSTON LINE of Garden Hose

EETS every garden hose need. 7 standard nationally known brands of plied

and moulded hose. Each brand a leader in its own price field. A complete line that gives you a hose for every purpose at a

price for every purse. ON GARDEN HO

BOSTON WOVEN HOSE & RUBBER CO. Cambridge, Mass.

#### Ring Up Profits With "STARS"

There's quality in "STAR" Heel Plates that moves them. There's long wear in them that keeps cus-



tomers satisfied. There's rapid turnover in handling them that makes them profitable. Best known. 9 fast selling sizes to fit smallest to largest shoes. 1/4 gross pairs in box.

Send for Samples and Prices. Sold by Leading Jobbers



STAR HEEL PLATE CO. NEWARK.

#### CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

#### CLASSIFIED ADVERTISING RATES

#### **Positions Wanted Advertisements** at special rate of one cent a word. minimum 50 cents per insertion.

All Other Classifications

Allow Seven Words for Keyed Address. **Boxed Display Rates** 

Discounts for Consecutive Insertions 4 insertions, 10% off: 8 insertions 15% off. Due to the special rate, these discounts do not apply on Positions Wanted Advertisements

REMITTANCE MUST ACCOMPANY ORDER Send check or money order, not currency.

- . -IIARDWARE AGE is published every other Thursday. Classified forms close 13 days previous to date of publication.

#### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

Address your correspondence and replies to

#### HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City

#### BUSINESS OPPORTUNITIES

FOR SALE: TO CLOSE AN estate, a good established hardware and housefurnishing store, located in Norwich, N. Y. New clean stock, best location, satisfactory lease. Address Mac Hardware Company, Fort Plain, N. Y.

MERCHANDISE WANTED—I BUY FOR cash small or large lots of manufacturers' close outs, jobbers' surpluses and any discontinued items in the hardware and harness line. Write me what you have to offer. Address Harry J. Epstein, 815 Central St., Kansas City, Mo.

FOR SALE—TO CLOSE AN ESTATE, old established hardware business. Clean stock, invoice yalue about \$30,000. Good corner location in county seat town in Northeastern Ohio, center of good farming community. Must be sold for cash. No brokers, not interested in special sales. Address Box B-883, care of HARDWARE AGE, 239 W. 39th St., N. Y. City. OR SALE-TO CLOSE AN ESTATE, old

HARDWARE MAN, AGE 38, NOW conducting retail store New York City, excellent credit rating amongst jobbers, formerly with first-class outfits, seeks to merge with another outfit, investing stock, capital, mental and physical labor, or will buy outright store with reduced stock. Character and business references exchanged Confidential. Address Box B-907, care of HARDWARE AGE, 239 West 39th St., N. Y. City.

#### SALES REPRESENTATIVES WANTED

COMMISSION SALESMEN NOW CALL-ING on hardware, plumbing, and janitor supply houses. Commission paid on all repeat business in territory assigned. Address Box B-882, care of Hardware Age, 239 W. 39th St., N. Y. City.

SALESMAN — MUST BE ACQUAINTED WITH hardware jobbers and dealers in Metropolitan District, also some experience in office management. State salary and also business and personal history. Address Box B-928, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis,

SALESMEN WANTED TO SELL AS a side line on a commission basis a line of electric light bulbs manufactured under General Electric Company's patents. Several territories open. Must have following with wholesale trade only. Applicants must state territory wanted, also lines now carried. All replies will be strictly confidential. Address Economic Lamp Company, Malden, Mass.

MANUFACTURER OF LAWN SPRIN-KLERS AND metal household novelties, con-sidered the finest in the market, has openings for salesmen in all territories, particularly the South and West. Must have following among jobbers and large retailers. State experience, territory covered, lines carried, references. Ad-drss Box B-926, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### SALES REPRESENTATIVES WANTED

SALES REPRESENTATIVES WANTED

#### SALES AGENTS WANTED

Territory still open for representation of POLLYWADS—the modern chemically treated paper for cleaning and polishing silverware, glass and all metals—guaranteed not to harm the most delicate surface—attractively packed—a quick seller—a quick repeater, with an excellent sales promotional plan which gives a constantly increasing volume nationally.

State qualifications, territory covered every 30 days, and lines now carried.

PADCO, INC., 342 MADISON AVENUE, NEW YORK, NEW YORK

#### Sales Representatives Wanted

Manufacturers' representatives calling on hardware, janitor and mill supply trade to handle Skat Metal Polish as a side line on strictly commission basis. Remarkable repeat business. Please furnish references, experience and terri-

THE SKAT COMPANY, Hartford, Conn

#### Wanted—Factory Representative

For New York State, exclusive of Metro-politan District, by well-known manufacturer of Builders' Hardware, not at present repre-sented in this territory.

Address Box B-885, care of HARDWARE AGE. 239 W. 39th St., New York City

#### HELP WANTED

#### SALESMAN

A man who lives in and travels the South, especially through the Coast States from Philadelphia or Baltimore, to New Orleans, may find this the opportunity he has been may fine seeking.

This man should be about 38 to 40 years of age—selling to the wholesale hardware, retail hardware and mill supply trade. If he is acquainted with the Purchasing Departments of large direct buyers such as railroads and large manufacturing plants, it will be helpful, as he will be expected to sell this trade also.

The company interested has enjoyed for several generations an enviable reputation for manufacturing high quality products, and for establishing relationships with its customers on a very satisfactory basis.

If you believe you are the man desired, write us your history in detail: age, education, ex-perience, family responsibilities, expectations as to initial salary, and so forth. Letters written in generalities will not be considered.

Address Box B-924

c/o HARDWARE AGE 239 W. 39th St., New York City

#### SALES ACCOUNTS WANTED

SALES REPRESENTATIVE DESIRES TO COMMUNICATE with manufacturer of machine tools, shop supplies, or heavy hardware, with view of representing them on Pacific Coast. Address Fred Dyson, 2314 24th Avenue North, Seattle, Wash.

VOLUME LINE WANTED FOR 1936 by factory representative with established following, calling on department stores, electrical, hardware and drug jobbers in Missouri, Eastern Kansas, Eastern Nebraska, Iowa and Minnesota. Address Box B-897, care of Hardware Age, 239 W. 39th St., N. Y. City.

MANUFACTURER'S REPRESENTATIVE WITH SALES ORGANIZATION of seven salesmen covering hardware and lumber trade in Ohio, Michigan, Indiana, Kentucky and West Virginia, desires one or two lines. Not interested in seasonable items. Well known to trade. Address Box B-901, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

HARDWARE CLERK, AGE 42, two years' experience retail store; stock inventory amounted to about \$10,000. Married. Salary secondary. Prefer location in Suffolk or Nassay County. Prefer location in Suffolk or Nassau County. Received \$30 per week. Address Box B-929, care of Hardware Age, 239 W. 39th St., N. Y. City.

HARDWARE AGE

SALESMAN, WITH ESTABLISHED FOL-LOWING AMONG hardware and housefurnishing stores, desires a position with a metropolitan jobber. Can furnish best of references; have had twenty years' experience. Presently employed. Address Box 909, care of HARDWARE AGR, 239 W. 39th St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box B-902, care of Hardware Age, 239 W. 39th St., N. Y. City.

LOOKING FOR A MAN TO sell your product? I can do it. Have been selling successfully hardware, housefurnishing, variety, electrical stores in New York, Brooklyn, Long Island, Westchester County and part of New Jersey for the past 8 years. Will work on salary or commission basis. Splendid record and excellent references. Address Box B-925, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH 14 YEARS' EXPERIENCE calling on the wholesale and retail hardware, electrical and automotive trade in Pennsylvania, Maryland, Washington (D. C.), New Jersey and Delaware. Also, manufactured and sold small woodworking machines (electric). Age 39 years, free to travel. Have small warehouse space in Philadelphia, Pa. Can furnish best of references. Address Box B-930, care of Hardware Age, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

#### Hardware Personnel

Our files centain applications of several hundred experienced and well-trained employees in the hardware industries.

Ware Industries.

NO CHARGE TO EMPLOYERS FOR THIS SERVICE.

If we can be of any help to you, just phone ASSOCIATED PLACEMENT BUREAU 152 West 42md Street WIS. 7-1802, 1806

THE UNDERSIGNED OFFERS HIS SER-VICE to a manufacturer who is seeking a reliable and experienced salesman to cover the Southern States, calling on the jobbing trade. Fifteen years' highly successful experience in the South calling on hardware jobbers. Address Box B-913, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE MAN, TWENTY - FIVE YEARS' EXPERIENCE in buying and selling hardware, sporting goods, and mill supplies, long training in financing and general management, desires position with jobber or retailer. Purchasing department preferred. Good reference given. Address Box B-906, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE EXECUTIVE OVER 30 YEARS' experience in wholesale and retail business as buyer, merchandise manager and sales promotion in general hardware, mill supplies, cutlery, sporting goods, house furnishings, electrical appliances. Supervised all departments. Retail sales \$450,000. Age 49. Live in Central States. Address Box B-932, care of HARDWARE AGE, New York City.

#### POSITIONS WANTED

MANAGER, HARDWARE DEPARTMENT, LARGE CHAIN store organization, specialist in builders' bardware and power tools, versed in modern merchandising methods, age 32, married, wishes position with reputable retailer; willing locate anywhere. Highest references. Address Box B-905, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

A GOOD SALESMAN WITH WIDE acquaintance among jobbers and large retailers in the South and Southwest seeks connection with manufacturer. Has had long and varied experience in builders', shelf and heavy hardware, mill, mine and contractors' supplies. A hard worker. Address Box B-931, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE MAN, 37 YEARS OF AGE, having 18 years' experience, competent to do buying or selling or managerial work for hardware business or to represent manufacturer of hardware articles, seeks position offering better opportunity than present employment affords. Will furnish references. Address Box B-910, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

RELIABLE SALESMAN, WITH EXCELLENT RECORD and good following, would like a good line from a reputable manufacturer on strictly commission basis to the wholesale hardware, cutlery, novelty, drug and syndicate trades. Cover Metropolitan New York, New England, Philadelphia, Baltimore. Have represented one manufacturer for the past eight years. Address Box B-927, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.



#### HE ADVERTISED IN THE RIGHT MEDIUM

This man wanted to represent a good hardware manufacturer—he told his story in the Classified Opportunities Section of Hardware Age—

A nationally known company replied to his advertisement and he secured a desirable position through advertising in the right medium.

HARDWARE AGE is noted for quick results—
try it—send your ad to—

#### HARDWARE AGE

Classified Opportunities Dept.

239 W. 39th Street

New York, N. Y.

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Chicago Roller Skate Co	_	Greenfield Tap & Die Corp	_	Perfection Mfg. Co — Phoenix Mfg. Co	,	w	
Chicago Spring Hinge Co	-	Greenlee Tool Co	_	Pittsburgh Plate Glass Co.	٠,		
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Coolerator Co		International Housewares Show Irwin Auger Bit Company, The	_	Republic Steel Corp. (Upson Nut	_	Yale & Towne Mfg. Co Yard-man, Inc.	
Colon Cabinet Lock Colonia				Div.)			

#### The Industrialist and Politics

(Continued from page 49)

al principles of American life will make a fatal mistake if we assume that these destructive tendencies are of recent origin: if we fail to realize that the slow poison has been working through our body politic for many, many years. In order that you may realize how far back the foundations go, how clearly the situation was recognized 15 years ago, when another Administration and another political party were in power, let me read to you resolutions unanimously adopted by the Convention of this Association on May 19, 1920, as printed on page 300 of that year's proceedings:

WHEREAS, there exists a widespread social unrest which is destructive of individual happiness, unsettling to industry and against the general welfare of all the people and which if continued threatens the very foundations of the Nation itself; and

WHEREAS, this unsettled mental state is caused largely by fancied wrongs which have been made to appear as real, both by careless or misleading statements appearing in the public press and by the deliberate misrepresentation and falsehood of those radical leaders who, for selfish reasons, seek by the preaching of unsound economic doctrines to overturn that government which has created the most equal opportunity for advancement ever enjoyed by man; and

WHEREAS, the industrial centers have been and are now being flooded with the most amazing quantities of insidious and well-written propaganda condemning the existing order of society and advocating doctrines which have already undermined the will to work and by breeding inefficiency and strikes have enormously curtailed production and which if persisted in can only bring disaster; and

WHEREAS, such propaganda can be successfully counteracted only by making available to the great mass of the people industrial information and elementary economic principles which will enable them to see the vicious sophistry of such propaganda; now be it

RESOLVED: (1) That it is the duty of every business man to carefully scrutinize that part of the public press which he usually reads; to promptly and vigorously challenge either in person or by letter any statement concerning industry or industrial relations which he knows to be untrue or misleading; and by personal communication to endeavor to correct the same or any news items or editorials which by

misrepresenting facts form a basis for arguments which may increase social unrest and as in favor of those which preach the doctrine of true Americanism, and

(2) That the board of directors of this association be asked to carefully investigate the possibilities, the conjunction with such other organizations as may seem desirable, of planning and starting a nation-wide drive to furnish to all our people the simple fundamental economic facts which must be the basis of successful industry and successful industrial nations to the end that they may realize that happiness and prosperity can be achieved only by industry and natural laws and not by idleness and force.

Fifteen years ago these subversive forces were sufficiently active to be clearly recognized. It will take something besides one campaign to undo the damage they have done!

#### An Unbelievable Tax Burden

The result of the things which have been done by Government, both Federal and local, since the adoption of this resolution, has brought about a tax burden almost beyond belief. The expenditures of the present Federal Administration, assuming that estimates for the coming year are fairly accurate, will have been equivalent to the total cost of the Federal Government from the inauguration of George Washington to that of Woodrow Wilson; the Emergency Relief appropriation, the greater part of which will be used for buying votes, is alone greater than the cost to the Government of all the wars from the time of the Revolution to the World War. The total estimated cost of Government, Federal and local, including both money raised by taxing and borrowing, for the fiscal year of 1934, is 15½ billion dollars, against an estimated national income of 47 billion dollars. Such astronomical figures are incomprehensible to the ordinary mind, but when we realize that during the same period the total cost of food for the American people was estimated at 7.65 billion dollars, the cost of rent at 3.6 billion dollars, the cost of clothing at the same figure, and

the cost of medical expenses of all kinds at one billion, we arrive at the staggering conclusion that it cost the American people as much to govern themselves as it did for their food, their rent, their clothing, and their medical attention.

I say to you in all seriousness, that the burden of taxation, if continued on the present basis, or the burden of the social security legislation now on the statute books, or the fundamental principles underlying the Agricultural Adjustment Act—either one of them alone, without the help of the others, if allowed to continue will within a single generation destroy the liberty of the people, wreck their economic structure, and reduce this nation to a condition akin to that of Russia today.

#### The "Impassable Gulf" Theory

Years ago organized labor advanced the thesis that between employer and employee there was an impassable gulf, that each one represented a separate and distinct class, whose interests were eternally opposed to the other. They have never been able to sell this doctrine to the man in the shop; if they had, the closed shop would be universal, instead of being the exception to the rule. But they have quite largely sold it to the management of industry, and they have "kidded" the men who sit in the front office into believing that the man in the shop doesn't want his advice and will react against it if it is offered. If the men in industry would devote a small percentage of the brains and effort toward selling their ideas to the men in their shops that they devote to the selling of their product to the public, doing this in a straight-forward, clean-cut, manto-man fashion, they would find that 90 per cent of those employees would gladly follow them to the end of time. This isn't a battle for the future of industry. it is a battle for the future of free America.

#### HYGRADE BALCONY DRYER

Simplest and strongest Balcony Dryer on the market. Easily adjusted. Made from clear Eastern Spruce with steel frame and galvanized reel castings. Entire dryer attractively enameled. Long arms Yellow—short arms Red—crane a rich Green. Withstands severe weather. No. 5 with 4 lines, 75 ft. of good cotton rope. No. 6 with 5 lines, 100 ft. cotton rope. Profitable sellers.

THE MOULTON LADDER MFG. CO.
Somerville

New York Distribusor: H. Kornahrens, Inc.

LOOK FOR THE DISTINCTIVE CROSS PACKAGE

red-white-black
YOUR CUSTOMERS DO!
all

O. K.

if they're

W. W. CROSS & CO. INC., EAST JAFFREY, N. H.







#### **EDLUND**

CAN OPENERS
KNIFE SHARPENERS
JAR OPENERS
BOTTLE OPENERS
EGG BEATERS

Edlunmodern Mitchen Tools Approved by Good Housekeeping Institute

Sold by a majority of the leading distributors throughout the U. S. WRITE FOR CATALOGUE

EDLUND CO., Burlington, Vt.



To completely satisfy your customers, ask your jobber for COLUMBIAN Tape-Marked. You can tell it by the Tape-Marker in all sizes and the red, white and blue surface markers in ¾ inch diameter and larger.

Columbian Rope Company, Auburn, "The Cordage City", N. Y.

#### **WATERPROOFED - GUARANTEED**

#### **National**

#### HARDWARE

MEETS all the specifications of exacting builders. A complete line; modern in design and built of the finest materials.

A catalog presenting the facts awaits your request.

National Manufacturing Co. STERLING : ILLINOIS

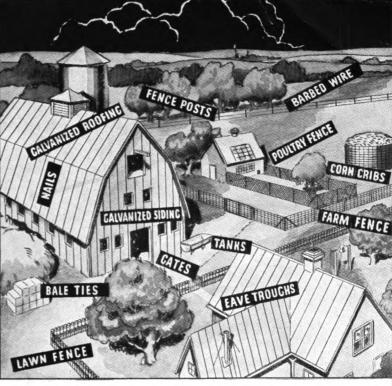
The items below are all big sellers:
SLIDING DOOR HANGERS
SLIDING DOOR RAIL
GARAGE HARDWARE
DOOR LATCHSS
SCREEN HARDWARE
STRAF AND TEE HINGES
HALF SURFACE BUTTS
MORTISE BUTTS
ORNAMENTAL HINDES
CUPBOARD TURNS
DASH LOCKS
DASH LOCKS
SASH LIFTS

HATTONAL
MFG.CO.



HARDWARE AGE

# EVERY



# ON EVERY FARM

• Hardly a day passes but what the farmer uses some of these steel products for alterations, improvements, or repairs. Nearly every time he comes to town he gets anything from a pound of nails to a ton of fence. With the Continental line you can give him a superior value on every item. Identify yours as a FULL-LINE CONTINENTAL STORE—cash in on the prestige of Continental quality and the force of Continental advertising. Besides the bread-and-butter value of these every-day sales, you get the inside track on larger deals, not only in steel products but for everything you sell.

From start to finish the Continental merchandising plan is geared to give you economies in buying and shipping, bigger and cleaner sales, short-cuts to profit all along the line. With Flame-Sealed Fence and Continental sheets, for headliners, your customers naturally accept nails, steel posts, gates, etc., as worthy companions—and they are. There will be more farm building and repairing in 1936; get ready for it now by learning all about Continental's 1936 money-making plan for dealers.

CONTINENTAL STEEL CORPORATION
General Offices: Kokomo, Indiana. Plants at Canton, Kokomo, Indianapolis

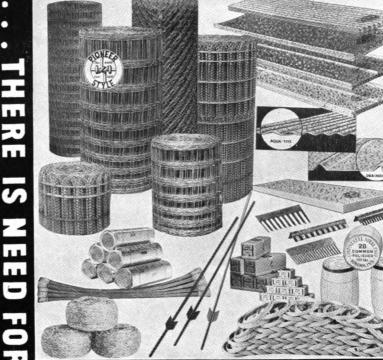


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GET THIS FREE BOOK NOW

See what Continental does to Bring Customers
Into Your Store . . .

- Farm Paper Advertising—National, sectional, and state farm papers carry a three-fold campaign of Continental advertising to your farm prospects. Frequent reminders invite them to visit Continental dealers.
- Mailings to Prospects—Imprinted with your firm name, but without cost or trouble to you, we send a series of attractive, convincing mailings direct to your prospects. Inquiries are forwarded to you.
- Signs and Store Displays—Store and tacker signs, window trim and other store display pieces, a variety of circulars imprinted with many catalogs, etc., are supplied—to give you every selling help.



CONTINENTAL PRODUCTS



#### Complete Information on This Attractive Dealer Opportunity

Get this book! It tells all about Continental's modern money-making plan for dealers. Just write your name and address below, and mail today.

Name.

Address Post Office

## SHAPLEIGH'S ESTABLISHED 1843

#### 33OLD HICKORYS HAMMER FORGED



GIVE LASTING SERVICE

BLADES—Extra Heavy 100 Point Carbon Crucible Steel,
Scientifically Hardened, Tempered and Hammered, Obtaining the
Utmost of Strength and Toughness. Finely Ground By Hand To Stiff, Sharp
Edges, Under Most Modern and Scientific Methods.
HANDLES—Genuine Rugged "Old Hickory" with That Secret Special Highly
Burnished or Antique Coloring, That So Far is Exclusive with Us.

"DIAMOND EDGE IS A QUALITY PLEDGE

Shapleigh National Series No. 1997

Shows

Good

Profit

HARDWARE AGE

Solicit

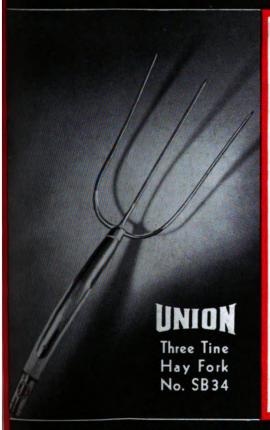
Your

Trade

**JANUARY 16, 1936** 

# ARDWARE Published Every Other Thursday

# FOR PROOF WE'LL SEND YOU THIS TOOL FREE!



We want every hardware dealer in the U.S., before he places any more orders for farm and garden tools, to have an opportunity to compare our 1936 line with the brand he has been selling:

- Because we have created new EYE APPEAL that DOUBLES THE SALABILITY OF TOOLS, by new improvements in polish, finish, packaging and labeling, and by the use of "All-White" handles on all first quality tools,
- 2 Because we have now made every tool RENEWABLE FOR LONGER LIFE, by means of an exact duplicate repair handle whose identifying number is permanently stamped in the handle of every tool we make. WE GUARANTEE that the repaired tool will have the same perfect balance, the exact "feel" and "hang" of the original tool.

FREE PROOF: Send us your name and address, name of jobber from whom you buy, and 25c to cover postage. We will immediately mail this Hay Fork\* with its correct Replacement Handle (the two worth \$2.10 retail). Then judge for yourself why dealers, everywhere, are INSISTING that their jobbers supply them with UNION Tools this year.

\* If you sell to city trade mostly, ask for No. G7 UNION Field and Garden Hoe in place of the Hay Fork. Offer good only until Feb. 1st, 1936.

#### THE UNION FORK & HOE COMPANY

COLUMBUS, OHIO . . . FRANKFORT, N. Y.

Representatives: H. J. McCarty, 253 Broadway, N. Y. City; John T. Rowntree, Inc., Los Angeles; Henry Keidel & Co., Baltimore

# RANGENEWS AIR-SFAL Streamline

#### ALLEN

Introduces Revolutionary
New Principle of
Design and Construction

Tremendous Sales and Profit
Opportunities for Wide-Awake
Dealers

Announcing ALLENS Air-Sequence of the New as today! Utterly different!

NEW as today! Utterly different! An amazing combination of 19 sensational features. New standards of beauty. New standards of heating speed . . . fuel economy . . . cooking efficiency. Super-construction throughout.

No other range in the world has the revolutionary Air-Seal Body . . . it's an exclusive Allen triumph, patent applied for. Air-Seal preserves the matchless beauty of the fine two-tone porcelain finish.

Allen's new Air-Seal Range is backed by a complete merchandising program that sells ranges. Lose no time in getting this range before your customers—for when they see it no other range can satisfy. Write today.

#### Allen Jobbers

BOSTON, MASS,
Prescott & Company
CLEVELAND, OH10
The Geo. Worthington Co.
DES MOINES, IOWA
Brown-Camp Hardware Co.
EVANSVILLE, INDIANA
Small & Schelosky Co.
MADISON, WISCONSIN
Wisco Hardware Co.
MILWAUKEE, WISCONSIN
John Pritxlaff Hdwc. Co.
MINNEAPOLIS, MINN,
Hall Hardware Co.
PLATTSBURG, N. Y.
A. H. Marshall Co., Inc.
ST. JOSEPH, MISSOURI
Wyeth Hdwc. & Mfg. Co.
SAN FRANCISCO, CAL.
A. D. Wunder Co.
SPOKANE, WASHINGTON
Jensen-Byrd Company

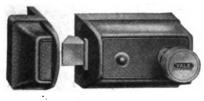
ALLEN MANUFACTURING CO.
Nashville, Tenn.

HARDWARE AGE

"Now you won't forget to lock your door"

Show your customers

# "THE LOCK THAT NEVER FORGETS!"

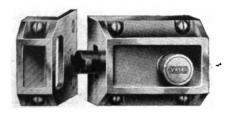


YALE DEADLATCH No. 44

Operates with knob from inside, pin-tumbler cylinder key from outside.

No.44% has no knob—cylinder and key operation inside and out. Attractive wrinkled brass finish.

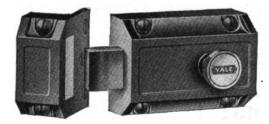
YOU ARE RENDERING your customers a genuine service when you sell them maximum security—and this modern YALE Deadlatch is an excellent lock for you to feature. It is called "the lock that never forgets" because it deadlocks automatically with a double throw of the bolt whenever the door is closed. It is an ideal auxiliary lock for use on entrance doors of houses and apartments. Show it at every opportunity—it is its own best salesman!



#### YALE DEADLOCK No. 192

This is called the "rotary bolt" deadlock. The % inch bolt turns as it enters the strike, holding the case and strike together in a grip of solid steel.

#### Other fine YALE Auxiliary Locks



#### YALE DEADLOCK No. 10

This lock is known as the "steel bar deadlock" because its effect is similar to having a massive bar of hardened steel across the door.

THE YALE & TOWNE MFG. CO., Stamford, Conn., U.S.A.

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#### Your customers know the difference between Rubberset Paint Brushes and ordinary paint brushes

#### • Find out for yourself How Rubberset Profits Beat **Ordinary Profits All Hollow!**

YOUR CUSTOMERS prefer Rubberset Paint Brushes and here is the reason why: Rubberset Brushes have better bristles and they're set in a way that only craftsmen trained in the true art of making fine brushes can duplicate. The finest paint brush bristles from all over the world go into Rubberset Brushes. And they're everlastingly set in hard rubber by the original and only genuine Rubberset Process.

Imitation, such as "set-in-rubber" or "vulcanized in rubber," is the sincerest flattery, and the Rubberset Process has been imitated from Topeka to Timbuktoo. But it's never been duplicated. No other set-in-rubber brush is a Rubberset Brush.

#### SIMPLIFIED RUBBERSET LINE GIVES QUICKER TURNOVER, BIGGER PROFITS

It was true 50 years ago—it's just as true today: There's a Rubberset Paint Brush for every job and every painter. Still, the Rubberset catalogue has been cut in half. This reduction cuts down your inventory and turns over your stock in double-quick time.

Hardware dealers everywhere report that profits have gone up as much as 100% since the Rubberset

ONLY A **BRUSH THAT** IS TRADE MARKED RUBBERSET IS A GENUINE RUBBERSET BRUSH

line was simplifiedbut there still is a Rubberset Brush for every job. You never have to turn away a brush customer when you feature Rubberset!



#### RUBBERSET COMPANY

56 FERRY ST. NEWARK, N. J.

HARDWARE AGE

PAINT BRUSH DIVISION

NOW UNDER THE OWNERSHIP OF BRISTOL-MYERS CO.

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#### This Month---Find New Profits in

STANLEY HAMMERS from

To help you sell more quality tools in 1936 Stanley will offer you every aid possible. It is our intention to give you definite, concrete sales suggestions and sales helps which will increase your profits from the sale of popular Stanley Tools.

This month it is Stanley Hammers. Use the sales points featured below as your guide, pass them along to your sales people, get them to point out these product advantages to your customers—increased sales of quality Hammers will result.







AND HERE ARE THE SELLING POINTS THAT WILL BRING YOUR PROFITS

Stronger Heads

Stanley Hammer Heads are stronger, because they are made of special analysis steel, super heattreated. Faces and claws are individually hardened and temCrowned and Chamfered Faces

An important feature of Stanley Hammers is the crowned face with a wide chamfer. The claws are beveled to grip and pull a nail by the shank.

"Evertite" Handle Fit

Stanley handles are pre-shrunk before being driven into the heads. This prevents swelling or shrinking —the common cause of loose heads. Correct Balance

Holding a Stanley Hammer in his hand, your customer can note the better, surer "feel" which results from Stanley scientific balance of weight. Selected Hickory Handles

Stanley Hammer Handles are noted for their strength. They are made from young, live, straight grained hickory. Carefully inspected during manufacture.

SELLING POINTS LIKE THESE WILL ENABLE YOU TO SELL STANLEY QUALITY TOOLS AT A PROFIT. SELL STANLEY TOOLS INTELLI-GENTLY AND YOU WILL BE WELL REPAID BY MORE PROFITABLE RESULTS.

STANLEY TOOLS
NEW BRITAIN, CONN.

#### STANLEY MAKES EVERY TYPE OF HAMMER

Every requirement in Hammers can be met from the Stanley line. Concentrate on the line which is better known. The quality of Stanley Hammers is universally recognized. They are easier to sell. Make 1936 a good year for quality tool sales. Take advantage of the sales assistance Stanley offers.











THEY ALL LOOK TO STANLEY - The Tool Box of America - FOR THEIR TOOLS

A Few

Outstanding

#### ALWAYS AT THE TOP

By E. B. GALLAHER
Editor, Clover Business Service
Treasurer, Clover Mfg. Co.

IN EVERY INDEPENDENTLY-OPERATED TEST where Clover Color-Stripe Coated Abrasives have been compared with the best available competitive goods, they have never failed of acceptance, because they have always reached the highest standard.

It is for this reason that Clover Abrasive Papers and Cloths are found in many of our most important industrial plants, where only the proven best can gain entrance.

We have made Coated Abrasives since 1925 — employed nothing but the very highest quality materials and the most skillful talent in their production

from the very first—preferred to operate in the red for several years rather than to sacrifice quality.

In recent years, we have operated on a profitable basis, and the quality of our product has increased each year with the state of the art. There is nothing better to be had than Clover Color-Stripe Coated Abrasives—we can prove it.

The Jobber, to gain his share of this 10-million-dollar Coated Abrasives business, must have quality—he must be able to compete with anyone, both in quality and in price.

He must have a reliable source of supply—backed by ample plant capacity; amply financed. His source of supply must work with him.

We are prepared to supply all these elements of success to any Jobber who seeks a highly-profitable share of this great 10-million-dollar volume.

May we not show you what we have to offer?

gallaher

#### CLOVER MANUFACTURING COMPANY NORWALK, CONN., U.S.A.

SANDPAPERS
METAL-WORKING PAPERS AND CLOTHS

WOOD-WORKING PAPERS AND CLOTHS

CLOVER GRINDING AND LAPPING COMPOUNDS

		kish Emery	Cloth.	್ತಂತ ೦೧
Yellov				
Cloth.	w-stripe	Aluminous	Oxide	Metal-Workin
	w-Stripe	Aluminous	Oxide	Wood-Workin
	w-Stripe	Aluminous	Oxide	Wood-Workin
Oran	e-Stripe	Garnet Clot	th.	
Orang	re-Stripe	Garnet Par	er.	
Clover	Grease-N	fixed Grin	ding Co	mpound.
Clover	Water-M	ixed Valve	e-Grindir	g Compound.
	Yellov Cloth. Yellov Paper. Orang Orang Clover	Yellow-Stripe Cloth. Yellow-Stripe Paper. Orange-Stripe Orange-Stripe Clover Grease-M	Yellow-Stripe Aluminous Cloth. Yellow-Stripe Aluminous Paper. Orange-Stripe Garnet Clo Orange-Stripe Garnet Pai Clover Grease-Mixed Grin	Yellow-Stripe Aluminous Oxide Cloth. Yellow-Stripe Aluminous Oxide

### Opeed up your sales

#### WITH THESE OSBORN PAINT BRUSH ASSORTMENTS

#### and Increase Your Profits!

Brilliant... Modern... Eye-compelling Displays! Brushes... handles in striking colors contrasting with glistening black bristles. Prices in tune with present-day demand for VALUES! Place your orders NOW!

#### THE OSBORN MERCHANDISER . . . A REAL PROFIT MAKER!

The Osborn Merchandiser is a proven sales producer. This strongly-built, permanent display is FREE with Merchandiser assortment of Osborn Varnish,

Enamel, Lacquer and Flat Wall Paint Brushes. Size of display at base, 173/8-inches wide, 141/4-inches long. Compartments in back for brush stock.





#### FAST SELLING 10¢ VALUES No. 4341 VARNISH BRUSH ASSORTMENT

An Osborn Assortment of 10c Varnish Brushes will always sell. Handles are finished in striking colors. The display is compact and attractive. Assortment contains four dozen brushes.

0	C:	Length of	Color of	Suggested Retail Price
Quan.	Size	Bristle	Handles	Kelau Frice
2 Doz.	1"	17/8"	Red	10c
11/2 Doz.	11/2"	176"	Yellow	10c
38 Doz.	2 **	17/8" 17/8" 17/8"	Blue	10c

Brushes are made of pure Black Chinese Bristle, Vulcanized in Rubber, Nickeled Ferrule.





#### POPULAR 10 - 15 - 25¢ VALUES No. 4342 VARNISH BRUSH ASSORTMENT

This sales-compelling, compact display will sell quickly these Varnish Brushes with handles in striking colors. Assortment contains three dozen brushes.

Quan.	Size	Length of Bristle	Color of Handles	Suggested Retail Price
1 Doz.	1"	11/8"	Brown	10c
1 Doz.	11/2"	21/8"	Orange	15c
1 Doz.	2"	21/8"	Green	25c

Brushes are made of pure Black Chinese Bristle, Vulcanized in Rubber, Nickeled Ferrule.

#### $50 \phi - 75 \phi - \$1.00$ VALUES No. 22 WALL BRUSH ASSORTMENT

Here is your opportunity to meet the demand for low-priced wall brushes. Each Brush is an outstanding value. Handles are finished in striking colors. Assortment contains only one dozen brushes.

Quan.		Size	Length of Bristle	Color of Handles	Suggested Retail Price
1/4 Doz.		3"	23/4"	Brown	50c
1/2 Doz.		31/2"	3"	Green	75c
1/4 Doz.	•	4"	31/4"	Orange	\$1.00

Brushes are made of pure Black Chinese Bristle, Vulcanized in Rubber, Nickeled Ferrule.

THE OSBORN MANUFACTURING COMPANY . 5401 HAMILTON AVENUE . CLEVELAND, OHIO



"Analyzing my glass sales, I find that there are three fundamental reasons for the consistent, substantial profit they show.

"First, is the fact that I standardize on L·O·F Quality Glass. This glass is easier to sell because national advertising over many years has made its superiorities throughly familiar to the public.

"Second, is the fact that L.O.F Quality Glass is a more profitable glass to handle. The more perfect annealing it receives in the longest lehrs used in the industry makes it less brittle and, therefore, easier to cut. Excessive breakage is a factor that has never eaten into my glass profits.

"Third, is the fact that I maintain an attractive, permanent glass display, have my jobber's salesman help me keep an adequate, balanced stock, and instruct my clerks to talk about glass at every possible opportunity.

"I think I sell glass intelligently. And when I sell glass, I invariably sell allied items along with it. So my glass department not only makes money itself, but builds up additional profit in other departments. Take a tip from me. Push glass, and you'll see an amazingly profitable turnover."

L.O.F Quality Glass has a lastingly brilliant finish, is always of uniform quality and thickness and has a surface considerably flatter than that of ordinary window glass. It is so free from wave that you get a clearer, sharper image when you look through it. Superior quality, nationally advertised, has created a marked consumer preference for this superior product. Libbey. Owens. Ford Glass Company... Toledo, Ohio.

LIBBEY. OWENS. FORD

Luality Glass.



Thanks you
for the Biggest
Increase in
Registrations

Made by Any Leading Truck . . . and
looks forward to another
big year of transportation

Note: R. L. Polk & Co. reports 74% gain in International Truck registrations—and 26% gain in registrations for the entire truck industry—for the first ten months of 1935 over the same period in 1934.

This big increase in International registrations climaxes a long, steady record of International Truck popularity. For more than a quarter-century business men have come to International Harvester when they have needed the most reliable truck transportation and the soundest kind of truck economy. International's position in the industry has long reflected this well-established, growing popularity.

When the demand for such a well-established truck is increased 74% in any year, that is news for all truck buyers. And it is a guidepost for the man who wants the most for his truck money. Go to the nearby International Truck dealer or Company-owned branch and see for yourself just why International Truck registrations have increased 74% while registrations for the entire truck industry have increased 26%.

INTERNATIONAL HARVESTER COMPANY (INCORPORATED)

606 So. Michigan Ave.

Chicago, Ill.

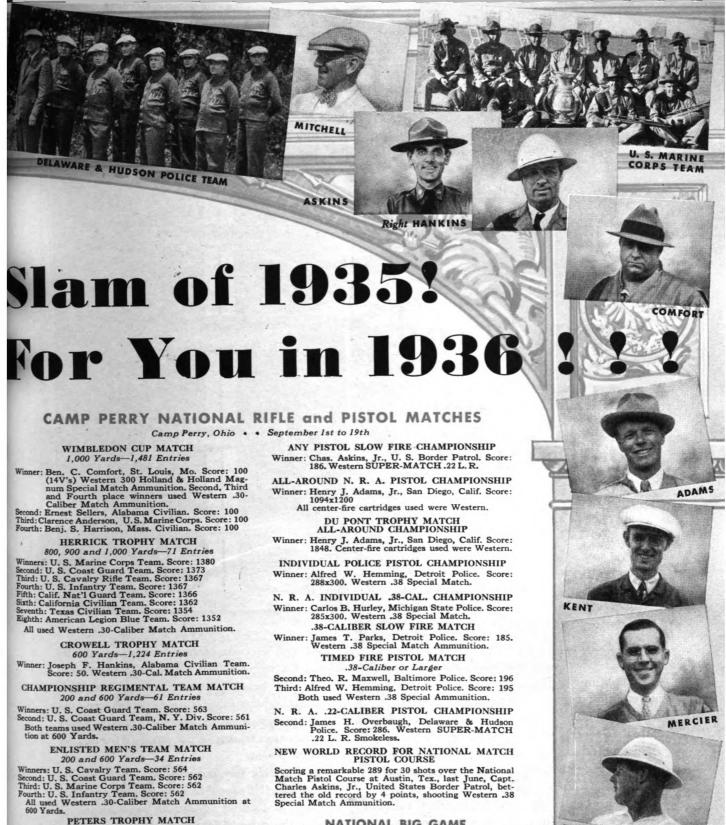
#### INTERNATIONAL TRUCKS

The Most Complete Line of Trucks on the Market . . . from Half-Ton Light-Delivery to Heavy-Duty Six-Wheelers.

progress.



There's a Western Jobber Near You!



.22-Caliber-200 Yards-247 Entries Winner: Earl Mercier, Joliet, Ill. Score: 197. Western SUPER-MATCH .22 L. R. Smokeless.

WESTERN TROPHY MATCH 22-Caliber-50, 100 and 200 Yards-245 Entries Winner: Ed Kent, Dayton, Ohio. Score: 497. Western SUPER-MATCH .22 L. R. Smokeless.

> SOBEL TROPHY TEAM MATCH .38-Caliber

Winners: Detroit Police Team No. 2. Score: 159. Second: U. S. Border Patrol. Score: 141
Both teams used Western .38 Special Match.

POLICE PISTOL TEAM MATCH Second: Detroit Police Team No. 1. Score: 1125 Third: Detroit Police Team No. 2. Score: 1119 Both teams used Western .38 Special Match.

N. R. A. PISTOL TEAM MATCH Second: Delaware & Hudson Police. Score: 1357 Third: Michigan State Police. Score: 1353 Both teams used Western .38 Special Match.

#### NATIONAL BIG GAME HEADS COMPETITION

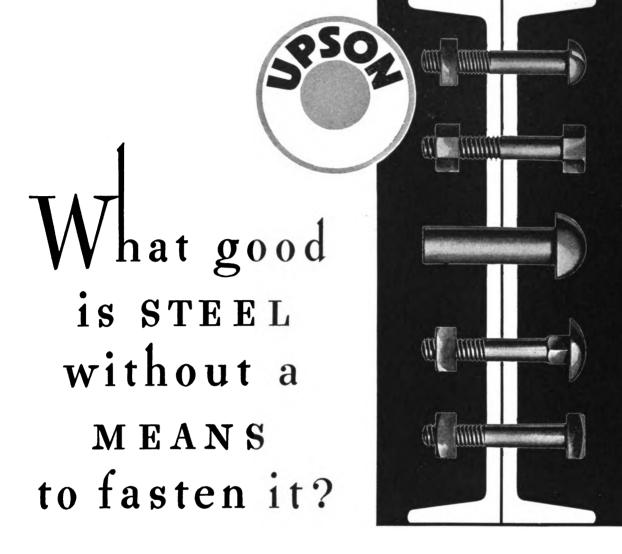
Twenty-one of the forty-two winning trophies—exactly one-half—in the 1934 National Prize Heads Contest conducted by the James L. Clark Studios, New York, N. Y., were taken with Western Lubaloy cartridges.

There were also nine trophies taken with Western which won Honorable Mention.

WESTERN CARTRIDGE COMPANY

N. Y., were taken with Western Lubaloy cartridges. First: Can. Moose. R. L. French, New York, N. Y. Second: Can. Moose. A. Lawrence, Washington, D. C. Second: White-Tail Deer. J. Mauthe, Sr., Dunkirk, N. Y. Third: White-Tail Deer. E. R. Harriman, New York, N. Y. Second: Mule Deer. H. B. Stewart, Jr., Akron, Ohio. First: Big-Horn Sheep. P.O. Summers, Morgantown, W. Va. First: Black Bear. P. O. Summers, Morgantown, W. Va. Second: Big-Horn Sheep. H. B. Stewart, Jr., Akron, Ohio. Second: Stone Sheep. David Ames, Boston, Mass. First: Goat. Alfred C. Berolzheimer, New York, N. Y. First: Wolf. Harry Snyder, Chicago, Ill. Second: Prong Horn Antelope. J. W. Lippincott, Phila., Pa. HURLEY Dept. A-50 East Alton, Illinois It Pays to Feature Western! Order NOW Itzed by OOSTOVERBAUGH

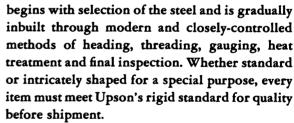
HEMMING



Headed and threaded products—bolts, nuts, pins and rivets—transform inert steel into usefulness—in buildings, bridges, cars and locomotives, automobiles, machinery and metal products of every kind. Upson items have been doing this for more than seventy years—and doing it well.

Upson products are manufactured, not with the idea of turning out tonnage, but with full knowledge of the qualities each item must possess in order to contribute ease of assembly, better service and longer life to the product or structure in which it is used.

The uniform high quality of Upson products



It is no trick for hardware and mill supply jobbers to sell Upson products to industry. Advertising in leading industrial publications is carrying the story of Upson quality to manufacturers everywhere. If you are not carrying Upson products in stock, it will pay you to investigate.



Republic Steel

CORPORATION

GENERAL OFFICES · · · CLEVELAND, OHIO

HARDWARE AGE

## KITCHENKOOK



With KITCHENKOOK you can "cut yourself a piece of cake" big enough to make 1936 a banner year in your household appliance department.

KITCHENKOOK'S dominant leadership is unquestioned. To a degree never equalled before, it offers to your customers New Beauty, Greater Efficiency, Marvelous Convenience and Lower Cost of Operation.

KITCHENKOOK is nationally advertised, satisfied and pleased users are found in every state in the nation. Back of it is a manufacturing organization with more than forty years of experience in the manufacture of liquid fuel appliances.

Write today for fully illustrated catalog, prices, discounts, merchandising plans, sales helps and all the other information that will prove to you that KITCHENKOOK offers you an unequalled means for increasing your sales profits during the coming year. KITCHENKOOKS are approved for financing under the Federal Housing Administration Finance Plan.

AMERICAN GAS MACHINE CO., Inc., Albert Lea, Minnesota. Branches, Brooklyn, New York, and Oakland, California.

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Your opportunity to get this new fence business is to sell them MID-STATES "Galvannealed" Copper-Bearing Fence . . . because it lasts years longer than ordinary galvanized, and yet costs no more than other standard brands-

#### Patented "Galvannealed" Starts where galvanized Stops!

In the ordinary galvanizing process most of the surplus zinc is removed by asbestos wipes, leaving only a thin outer coating of zinc on the wire.

In the patented "Galvannealing" process, no wipes are used. The extra heavy zinc coating is blended with the wire as it passes thru the "Galvannealing" furnaces. "Galvannealing" starts protecting the wire where galvanizing stops.

But that's not all. MID-STATES Fence is made from Copper-Bearing Steel, adding more years of field service. Steel containing copper, lasts twice as long as steel without copper.

#### New 1936 Sales Plan backed by Effective Advertising

Write for the MID-STATES profit-opportunity plan for 1936 . . . a complete sales and merchandising program that helps you sell fence and the other things you have for sale. This plan is now ready for you . . . write for your copy . . . and cash in with MID-STATES in 1936!

Manufacturers of-Field, Poultry, Industrial Fence, Barbed Wire, Steel Posts, Nails, Bale Ties, Fence Stays, Staples, Steel, and Wood Gates, Ornamental Fabric and Gates, Sheet Metal Products.

#### MID-STATES STEEL & WIRE CO.

CRAWFORDSVILLE, INDIANA ("Galvannealed" wire produced under Keystone license)





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A Powerful Silent Salesman Hangs In Every Kitchen Where One or More DAZEYS Are in Use

KITCHEN

AIDS.

"I T'S almost unbelievable," say hardware dealers everywhere, "how soon a woman is back for another DAZEY kitchen woman is back for another DAZEY kitchen aid after she has bought her first one!" But, that's to be expected. Each DAZEY device is designed for the highest possible efficiency and gives nothing less. Every time a user slips a DAZEY device in or out of that handy wall bracket she is reminded that there are other DAZEY devices, no doubt equally efficient, that she can use to good advantage. At other times the bracket is a constant reminder—always before her eves as she works in her kitchen. That kind eyes as she works in her kitchen. That kind of selling power doesn't take long as a rule to get results.

### MILLIONS NOW IN USE

And think what it means that these sales creating brackets now hang in over 3 million American kitchens! That means an average of hundreds in every community silently building up sales for local dealers. Think too of the many thousands sold only last month for Xmas gifts all working to make still more thousands of DAZEY sales! That's why it pays to keep constantly reminding your trade that you not only handle DAZEY devices but that you have them

### Invaluable Selling Aid FREE

If you do nothing more—always have one of those handsome DAZEY display stands where every customer must see it. If you haven't already received yours, order at least six DAZEY devices from your jobber and advise us what you ordered. Your display stand will then he sent direct play stand will then be sent direct from the factory—FREE and fully prepaid.

### DAZEY CHURN & MFG. CO.

Dopt. A-10-4301 Warne Ave.



CAN OPENER

Leads the field for sales medium price range. Seconly to DAZEY DeLuxe durability, efficiency and around quality, \$1.89 Retai

DAZEY JUNIOR

CAN OPENER

Far longer service for its price than same money will buy in cheaper openers one after another. Rapidly gaining in popularity. 69¢ Retail.\*

ASK FOR DEMONSTRATION

# The full line of **National** Hardware on dress parade!



THE extensiveness of this quality hardware is truly impressive; it embraces every requirement of the building trade. This hardware is sturdily built of the finest materials that defy the elements of time and strenuous service to impair its efficiency. Wear and friction have been scientifically eliminated.

Year after year new products have been added to the line, conforming to the same high standard of quality as their predecessors.

Dealers profit from the fine sales prestige built up by every National product sold, because of their dependable performance in service.

To progressive dealers interested in supplying an exacting trade we suggest carrying complete stocks of this fast-selling hardware.



National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.

NATIONAL MANUFACTURING COMPANY

STERLING ILLINOIS



Never before in the history of fence making has any book about fences created such a sensation. Requests for the book have swamped us. Recognizing its value as the only impartial book on the subject ever published, agricultural schools throughout the country have adopted it as the authoritative text-book on fences. Through the use of the "Ready Reference Fence Guide" the farmers of today, and agricultural students, the farmers of the future, are learning how to buy fence and how to use it on the farm. They are learning the economy of buying good fence with long life, such

as "Pittsburgh" Fence. The "Ready Reference Fence Guide" is one of the most valuable aids to fence sales ever offered by a fence manufacturer. If you don't have a copy of this book for yourself and each one of your clerks, write at once. Let us know how many copies you need.

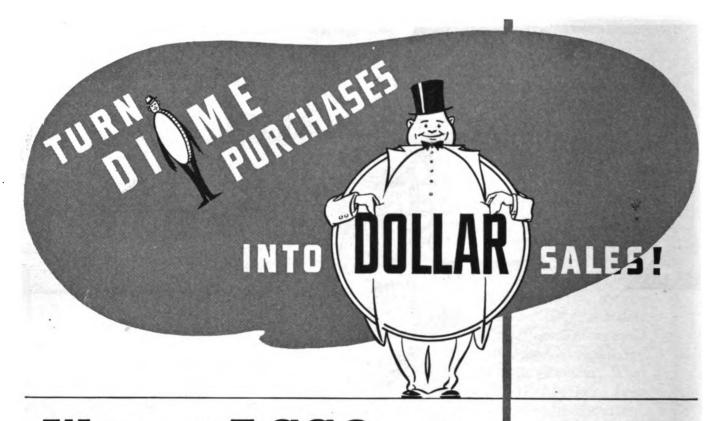
A FAIR DEALER POLICY...... Remember our established policy of loyalty to the regular jobber-dealer channels of distribution. Whenever you place an order for "PITTSBURGH" Fences, Barbed Wire, Nails, Gates, etc., you are supporting a manufacturer who is definitely championing your own cause.



### PITTSBURGH STEEL CO.

739 Union Trust Bldg.

Pittsburgh, Pa.



### WITH AN ACCO CHAIN DISPLAY

● When customers come in for a pound of nails or some other small item, you can often make dollar sales of Acco Chain if you have a good display out to remind them.

There are hundreds of jobs where nothing takes the place of chain. In homes, farms and factories—with animals and machinery—there are many uses for chain. Some of these needs aren't realized by your customers themselves—until they see your Acco Chain display.

Acco Chains are packaged to get attention—in attractive fiber cartons or neatly lettered bags. The American Chain Company also furnishes an attention-compelling Acco rack for Coil Chains; a metal lithographed hanger for Dog and Halter Chains.

Use these Acco helps to display chain and the selling is half done. Acco Chain is known as honest chain. Seeing it reminds a lot of customers to buy and this means extra sales per customer—extra DOLLARS in the cash register.

### AMERICAN CHAIN COMPANY, Inc.

**BRIDGEPORT • CONNECTICUT** 

In Business for Your Safety

World's Largest Manufacturer of Welded and Weldless Chain

### POPULAR LEADERS IN THE ACCO LINE

EL-WEL-TRA TRACE CHAINS
Heel and Butt Chains
Wagon Chains
Breast Chains
Halter Chains
Dog Chains
Plumber and Safety Chains
Hooks, Cold-shuts, etc.
Tie-outs
Cow Ties
Steel Loading Chain
Log or Binding Chains
Hammock Chains

Hammock Chains
Tire Chains: WEED AMERICAN BARREINFORCED • Weed Regular •
Weed Emergency Units • Pneumatic
Truck • Cross Chains for all above
Towing Chains
Coil Chains, Welded and Weldless
General Purpose Chains
Repair and Lap Links
Sash Chains
Well Chains



ACCO Packaged CHAIN

HARDWARE AGE



Here's the keynote of the immediate consumer acceptance of Sterling Wire products . . . they are designed for modern selling! Sterling products . . . incorporating exclusive new Sterling sales features . . . are blazing the trail to profitable sales records for alert

retailers. You get action when you show your customers Sterling products.

Write Department 10 for full details of this line of Standard and Special Wire Products that is available all from one source of supply.

THIS COMPLETE LINE WILL BUILD SALES AND PROFITS FOR YOU



### NORTHWESTERN BARB WIRE CO.

STERLING

SINCE 1879

LLINOI

PACIFIC COAST DIVISION, OFFICE AND WAREHOUSE

1615 EAST 7TH STREET LOS ANGELES, CALIFORNIA 500 SO. AURORA ST.







"By Courtesy of Harper's Weekly"

New York City — Opening of the Olympic Roller Skating Rink on Broadway, Between Fifty-second and Fifty-third Streets, January 19th. From a Sketch by a Staff Artist, from Frank Leslie's Illustrated Newspaper, January 31, 1885.

WE present, this week, in order to illustrate more fully the most popular of all sports, a sketch of the new Olympian Roller Skating Rink as it appeared

on the opening night last week.

Roller skating seems to have become a mania with both old and young. Its fascinations are indescribable, and, unlike most other sports, it is highly recommended by both physicians and clergymen. It has proved seriously detrimental to liquor and billiard saloons; the youth of today, instead of spending his evenings in playing 'pool for the drinks,' can now be seen wheeling around the skating floor with some lady companion, and instead of coming from his sport with callow and whitened complexion, he emerges from this exhilarating exercise with the glow of health in every feature.

exercise with the glow of health in every feature.

The Olympian Club was the first to inaugurate roller skating in this city, their coming here last winter being regarded by many as a reckless waste of money. The managers, however, unheeding the many sayings of as many wise-acres, opened their doors, and the result

speaks for itself.

From here, the bound was "Westward Ho" and today more than \$20,000,000 are invested in skating rinks. The very careful and strict management of the Olympic Club eliminating any evil that might, if permitted, have tarnished their good name, at once commanded the support of the higher elements who patronize this sport.

In order to more fully satisfy the wealthy portion of their patrons, the erection of this rink has been necessary. Situated on Broadway, between Fifty-second and Fifty-third Streets and running through to Seventh Avenue, it takes in a lot of land, some 75 by 200 feet in dimensions. The building has been erected and is owned by Messrs. W. L. Wainwright, A. J. Robinson, W. L. Noble, E. N. Sweet, and F. R. Fortmeyer, the latter gentleman being manager.

The opening night was a surprise to those attending. Instead of entering in the old-fashioned way, and gazing on bare walls, the visitor was ushered through drawn curtains and gazed upon what might be termed a drawing room with a skating floor. Care and taste is everywhere displayed and patrons realize at once the ample provision made for their comfort. The uniformed attendants constantly look out for the wants of all.

On the opening night an attractive programme, consisting of fancy skating by Miss Jennie Houghton and Mr. Raymond Mayer, and bicycle riding by Harry W. Tufts, elicited great applause.

This rink must certainly rank among the finest, and it will become more and more the Mecca of beauty and fashion, ambitious to glide on rollers through the hours.".

For rink use we recommend our No. 130 and No. 140 models for Men and No. 130 L and No. 140 L models for Ladies. These popular Ball-Bearing Extension Rink Roller Skates are easy, fast rolling and sturdy. When skate is extended full length, it will support the weight of an average man standing crosswise on it. One skate fits all shoe sizes. Other models for outdoor use—all attractive steady profitable sellers.

Our 1936 Line Is Sure to Increase Your Sales and Profits

Patterns for Men, Women, Boys and Girls



Sold by All Leading Jobbers



1936 BALANCED DESIGN

THE first MONARCHS were built in the days when the boys marched away to Cuba. They were made by hand in a room above an Iowa hardware store . . . made of steel and unbreakable malleable iron, riveted together like a steam boiler.

They didn't look very inviting according to today's standards but they did have the qualities that the housewife of that day demanded first of all. They were unbreakable; they were economical of fuel; and they did the same perfect baking after years of hard use that they did when new.

Nearly forty years have passed but in all that time no one has ever discovered a new way to build ranges of equal stamina. So the MONARCHS of 1936 are built exactly the same as they were "when the boys marched away to Cuba."

Inside the beautiful, modern, porcelain enamel body is the same unbreakable, full malleable range, with hand riveted joints that stay tight for a lifetime.

The customer of today may not inquire about the inner construction but she *does expect* to buy service and economy as well as beauty. And it is up to you—the dealer who knows the facts—to see that she gets it.

# Mattenette

### How to Do a Bigger Range Business

The Monarch dealer can substantially increase his range sales by taking advantage of the Monarch Practical Payment Plan. With this plan the smallest dealer can meet the term competition of mail order house, city installment store or itinerant peddler. A small down payment; a very low "carrying charge";

12 months to pay, and the full rate of profit secured on a cash sale, are the outstanding features of this proven plan. Full details are offered both to present Monarch dealers and to those in open territory who are interested in merchandising plans that will build volume and profits.

MALLEABLE IRON RANGE CO.
61 Lake St. Beaver Dam, Wis





CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Offices

289 WEST SOTH STREET

NEW YORK, N. Y.

Vol. 137

No. 2

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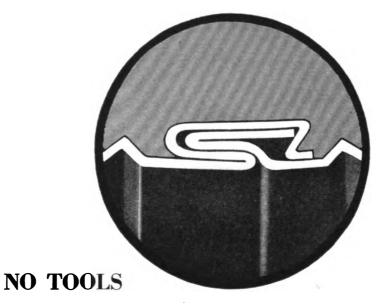
# THE BEST DEVELOPMENT IN NESTED STOVE PIPE

# Snaplok

TRADE MARK
REGISTERED U. S. PATENT OFFICE

PATENT NUMBERS
1,900,749 — 1,900,750 AND RE. 18,444





**NO HAMMERING** 

**NO RIVETS** 

This pipe is put together by simply inserting tongue on one edge into fold on opposite edge and pressing together until it snaps—the pipe is then ready for use.

The "Special Blue" and "Polished Blue" sheets from which this pipe is made are rolled in our own mills, guaranteeing an even colored, smooth finished sheet—much superior in finish and quality to the product offered by most other makers.

ASK YOUR JOBBER

### The Reeves Manufacturing Co.

Largest Makers of Pipe and Elbows in the World

DOVER, OHIO, U. S. A.

# Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

#### Premiums—

An increasing number of grocery and drug stores are using hardware store merchandise for premium purposes. This is particularly true among chain groups in these fields. Cutlery items, electric clocks, sport goods, etc., are currently popular for this purpose. A typical plan is to give these goods away free or at a price easily 60 to 70 per cent below the normal retail price. To obtain the premium the customer buys \$5 or \$10 worth of goods and has a special ticket punched each time a purchase is made. It is said this plan speeds up sales because the customer desires to obtain the free (or almost free) items quickly. Sometimes a time limit necessitates speeded-up purchases. When such goods sold way below cost or given away are obtained in large number in a community the chances for legitimate, profitable sales on such goods are lost. Only the manufacturer (or wholesaler) furnishing the goods has any chance of making a profit. This type of premium pirating costs the hardware trade many thousands of dollars yearly in direct lost sales and uses up additional thousands of buying power from which some part might properly be expected to go through hardware channels.

### Retaliation—

Although such selling is doubtful merchandising and basically poor economics for business generally, this premium idea is a serious and existing form of competition which the hardware trade faces and must meet on common ground. If you face this type of competition the best move is retaliation taking, as leaders and/or premiums, merchandise common to the grocery or drug trade and give those fellows a taste of their own medicine. Charge the lost margin up to advertising and make the most of the store traffic you encourage. This plan of counter-attack has been successfully tried in Minnesota. Illinois, Ohio, Pennsylvania and New York hardware stores. "Killing" the price on soap or soap flakes bothers both drug and grocery stores. Bread, coffee and such grocery staples as packaged goods not requiring refrigeration equipment and drug store sundries that do not require a pharmacist's license can be handled on the same basis. All these goods

are available if a sizable order is placed. This idea may not have the ethical standards which business men prefer to follow, but it is increasingly apparent that ethics is not disturbing those who operate chain drug and grocery stores. In several instances this retaliatory method has been very successful in stopping the competitive situation described. An Ohio dealer whipped the drug chains on razor blades and scalped packaged candy until a nearby candy store was happy to stop killing the market on pocket knives. In the same state dealers stopped the local drug chains from spoiling the seed, garden hose and paint trade by this same procedure.

### Drug Stores—

Among those retailers who go afield for specials, loss leaders and premiums the drug store must take first place. To the grocery trade belongs second prize. Yet these two types do more complaining on this subject than all other retailers put together-either that or they are more articulate. Druggists are always organizing to fight the sale of some drug item in nondrug channels yet their own stocks bulge with merchandise that has no relation to the drug business. On this subject the drug field has enjoyed national, state and local legislative protection in the "public interest." Other retail groups enjoy no such aid. Hardware men who have had experience with retaliatory measures are invited to send in their comments and experiences for the benefit of the entire hardware trade. So are those who have a better idea for meeting the situation.

#### Woolworth's-

The Woolworth stores, commonly known as the "five and tens" recently started 40 cent departments in many if not all of their stores. A year or so ago the former dime limit was doubled to

20 cents. Well founded rumor has it that Woolworth's plans unlimited price departments in key stores as an experiment. If so, these familiar red front stores will become even more acute competition to the hardware trade and to every other retail group. When these stores followed the ten cent limit their scope of hardware lines was so restricted that the competition was relatively unimportant. The introduction of the 20 cent and now the 40 cent limit changes this picture considerably as the 40 cent range can easily include many items common to the average independent retail hardware store. It will pay hardware men to watch closely this new development and to compare prices, quality and trade marks.

### "From the Top"-

"Trees die from the top-when executives grow old, there is danger that the business may grow old with them. Every business faces this problem. For the life span of a business tends to follow the life span of its management. Even when executives remain physically and mentally fit, there comes an inevitable 'hardening of their outlook.' The management becomes conservative, old fashioned, definitely 'set' in its way. It loses the priceless ability to create new ideas conforming to changed conditions. Unless great forethought is exercised business and management decline together. For business like trees, often die at the top. The answer is of course 'new blood' to avoid hardening of the corporate arteries; younger men must be taken in. They must bring vigorous energy and new insight into the organization. Only by investing in youth can a business keep from 'acting its age.'" So reads a recent advertisement of Lord & Thomas, well known advertising agency. Its message might well be taken seriously by every reader and throughout all American business.

### Example—

Last week a young man came to my office seeking a job in a live retail hardware store with new goods, new ideas where progres-

sive modern merchandising is practised. His name was familiar but his face was not. He was the son of a veteran eastern hardware merchant reputed to be wealthy and considered a success. Often I had heard his father dominate hardware meetings with his apparently aggressive ideas about current retailing methods, and assumed that these were in some part followed in his own two stores. According to his son, he talks one kind of retailing but practices an entirely different variety. The boy is actually frantic for a chance to sell more goods by such simple devices as frequently changed window displays, new merchandise, more and better store and window lights, outside selling, etc. His father will have none of it, insisting stubbornly that the hardware business is strictly a "service of supply" on demanded goods; that people come to hardware stores only when they need something not available elsewhere, and that hardware stores should be hardware stores and stick to their traditional lines. And so a likely young man, his own son, with 12 years' experience, is seeking another job, knowing that to do so will preclude any inherited part of the father's business. An elder brother did the same thing three years ago after nearly 20 years in the family store and a third brother (also a little older) has become a "ves man" for the father and owner of the business, which is steadily declining in both sales and profits. This same tragedy exists in many other stores. I have often been aware of the same problem in my travels and usually find the situation nearly hopeless of any solu-

### The Same Story-

I recited this instance to two manufacturers' salesmen. Both have had jobber experience, one in the South and the other in the West. My story inspired many examples of this same problem with names and places mentioned. Many of the names are of nationally known dealers, men who have been acknowledged leaders in the trade. These two salesmen mentioned more than fifty similar situations in their own memory.

Usually the business died of dead rot or was absorbed by some other local and more active retail firm.

### Balance Wheels-

The moral is not to allow young sons (or young men generally) to run amok with experimental notions that cost a lot of money and produce no revenue. But there is certainly in every business, no matter its size, some group of responsibilities that can be delegated to likely young lads growing up in the business. As they mature and show success let their scope of operations increase. It is fundamental that older heads serve always as balance wheels to curb any touch of the irresponsible which may crop up in a less experienced mind. Yet the very restlessness that prompts a younger man to desire changes in a store can if applied constructively prove a great boon to improving both profits and volume. The older men in this business owe it to the industry to their fair share of training young men in the business. It is a vital requirement of every business to prepare for the future when today's young men must assume the management of business. It should be remembered that to be a "balance wheel" does not mean to act like an emergency brake.

### Church Merchandising-

Early this year a new plan of merchandising through church, religious, semi-religious and related auspices will be started. Briefly, members of these church and similar organizations will deposit box tops or package labels in a receptacle provided for the purpose. On the total number of each of several cooperating manufacturers' products bought by members a commission will be paid the organization. This has many of the elements of the Goodwin Plan but is less involved. The Religious Press Association of Philadelphia has fathered the idea and will direct its promotion. The latter includes a campaign of advertising to popularize the idea with church members and with prospective manufacturers. Further details will be available soon and our readers advised.



# Picture Framing

is a profitable side-line for this hardware dealer in Collingswood, N. J.

HAT picture framing is a specialized art will be granted by most any one, particularly by those who have tried it. But that picture framing can be profitably handled by a hardware store will be strongly doubted by hardware dealers who have given the subject any thought. I. Muroff, owner of the Collingswood Glass, Paint & Hard-

ware Co., Collingswood, New Jersey, to the contrary.

Five years ago Mr. Muroff began thinking about picture framing. Just what stirred such a notion in a hardware man's mind is rather a mystery. Perhaps it was because at one time Mrs. Muroff had been quite proficient at framing pictures. At any rate, the more Mr. Muroff thought of it the

better it looked. Collingswood was a typical suburban residential center, growing all the time and with plenty of potential business in the way of framing, not only pictures, but diplomas, signs, clippings, amateur drawings, flowers and the numerous other fantastic items that people like to perpetuate for themselves or for posterity.

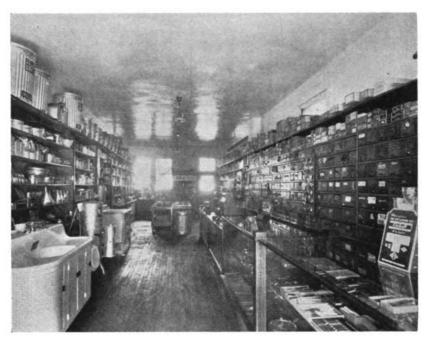
(Continued on page 100)

# How to Employ Secondary

### By ALLEN G. BURDETT

VERY hardware merchant wants to increase his business without appreciably increasing overhead expense. Most firms know that it is the best lighted store windows that attract the most attention, and succeed against competition. Many others realize that a bright interior provides a more inviting atmosphere, while creating a cheerful state of mind which is conducive to increased buying. Proper illumination of displays has also been found to count as much as attractive arrangement in commanding attention and stimulating the desire to buy. Too frequently a store impresses the public as being a dead, drab place simply because it is poorly lighted. Merchandise, too, can lose all eye appeal for want of good illumination. Glare from harsh contrasts between light sources and dark backgrounds may both disturb and fatigue the eyes and so divert attention from merchandise displays that they are rendered ineffective.

Numerous laboratory and field tests on the better use of light are being carried out by leading paint organizations, electrical manufacturers, the Better Vision Institute, and other sponsored organizations. What might be called the "Science of Lighting and Seeing" is evolving from these studies and experiments. One group of these tests was for the purpose of



After painting walls and ceiling.

# Walls and ceilings offer remarkable ination at low cost, thereby adding to

#### LIGHT REFLECTION DATA FOR STORES

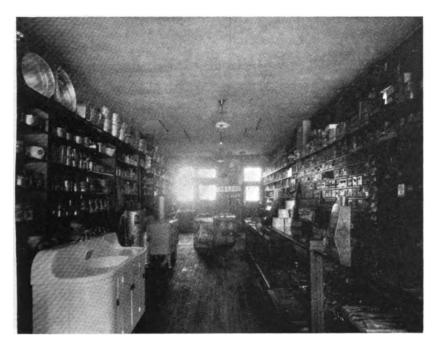
Color of Walls	Color of Ceiling	Meter Reading in Foot Candles	Lig	ht Reflection Value
Medium Blue Medium Blue	Medium Blue Save Lite White	8 14½	М.В.	43% 43%
*An 81% increa	ase with Save-Lite.		White	86%
Bright Sage	Bright Sage	91/2		52%
Bright Sage	Save Lite White	17	B.S. White	52% 86%
*A 78% increas	se with Save-Lite.			·
Silver Gray	Silver Gray	11		56%
Silver Gray	Save Lite White	18	S.G. White	56% 86%

<sup>\*</sup>A 72% increase with Save-Lite.

Recommended store illumination—General: 12-20 Ft. Candles. Displays: 3-60 Ft. Candles.

<sup>\*</sup>This increase was determined by means of a Sight-Meter, which measures light intensity in terms of foot-candles, or the amount of light falling at a point 1 foot from a candle flame.

## Sources to Improve Light



Before white paint was used.

### opportunity to obtain added illumeffectiveness of all merchandise . . .

determining how the use of colors of high reflection value, especially on ceilings, will increase the level of illumination; minimize glare contrast between light sources and dark backgrounds, while also giving the store a brighter atmosphere. The results of some of these tests are indicated in the accompanying chart based upon recent laboratory findings of the Sherwin-Williams Research Laboratories. Model stores were used and painted various colors and combinations. The source of illumination and the room interior remained identical in all cases.

Any approach to the subject of illumination must necessarily give

consideration to three factors:
(1) The utilization and control of daylight from windows. (2) The utilization and control of artificial lighting. (3) The utilization and control of secondary sources—walls and ceilings with high reflection values to refine and distribute light.

It has been estimated that from 10 to 25 per cent of artificial illumination is wasted as a result of improperly placed fixtures and inadequate reflecting surfaces, or a soiled condition of both. The most important reflectors of both day and artificial light are upper walls and ceilings. The fact that walls and ceiling are important

parts of any lighting system is evident from the charted findings. In every case the increased illumination resulting from skylighting ceilings by means of the proper white paint is appreciable. Merchants who favor darker colors for a fancied economy of upkeep are in reality cutting into their business far more than the cost of maintaining ceiling and wall surfaces of high reflection value. Furthermore, present decorative trends all recognize the value of light colors for walls, and white ceilings. Good grades of paint may be easily sponged clean with neutral soap whenever necessary, and without damage to the paint film. This should be done periodically inasmuch as white paint showing an initial light reflection value of 89 per cent, may, through severe soiling, lose considerably.

While the data in the accompanying table do not cover the many paint color shades commonly used, it is a simple matter to approximate the improvement in illumination possible by comparing the reflection values of the colors employed in the laboratory studies with those of these popular shades:

White89%
Ivory82%
Canary Yellow77%
Cream77%
Caen Stone
Orchid
Cream Gray
Ivory Tan
Sky Blue65%
Buff
Pale Green59%
Shell Pink
Bright Sage52%
Silver Gray
Olive Tan
Forest Green 22%
Cocoanut Brown16%
Black 2%
Color Reflection Readings Courtes

of The Sherwin-Williams Co.

(Continued on page 100)

# Gone Forever:

Because of state sales taxes, hardware merchants in 24 states will lose, this year, at least \$5,371,393 in cold cash plus business that has been driven to mail order houses and across the border into tax-free states. Similar imposts now threaten dealers in many other states where a sales levy does not yet operate. This article tells how you can ward off the impending legislation.

HEN the profit and loss statements for 1936 are finally checked for the last time, 18,084 hardware merchants in the United States will find that they have suffered an extra loss amounting to the staggering total of \$5,371,393.

That, in figures which shriek to high heaven, is what hardware dealers in 24 states will have to pay to their respective state governments as sales taxes.

Incredible you say? Then study the tabulations in the chart which accompanies this article. If your state is one of those in which there is now a sales tax, you will find it listed in the first column of the chart. Let's say you're a dealer in California. Run your finger across the chart. In the second column you will see the number of hardware stores in your state. The next column will show you the amount of business, at retail, done by these stores in 1933. Both figures come from the United States Census of Distribution. Although business has improved appreciably since 1933, the chart uses the government's figures because they are the only authoritative ones available. Now go on to the next column. Here you will note the sales tax percentage for your state-3 per cent for California. The last column shows what you and all the other hardware men in California will have to pay, when 1936 closes, for the privilege of being in the retail business. The figure you're now

looking at represents cold, hard dollars—\$943,020. If sales turn out to be better in 1936 than they were in 1933, then, whether you like it or not, you will undoubted-

ly pay more than a million dollars to the state as a sales tax.

And that prediction holds not only for the dealers in California but also for all the other hard-

### Hardware Dealers In 24 States Will Pay Sales Taxes Totaling \$5,371,393

States Where Sales Taxes Now Operate	Number Of Stores	1933 Sales	Sales Tax In Per Cent	Sales Tax In Dollars
Arizona	56	\$2,263,000	2	\$45,260
Arkansas	189	4.023,000		80,460
California	1,397	31,434,000	3	943,020
Colorado	295	4.755.000	2	95,100
Idaho	164	3,986,000	2	79,720
Illinois	2,507	26,509,000	3	795,270
Indiana	1,012	12,890,000	1	128,890
Iowa	1,572	18,010,000	232231231	360,200
Kentucky	394	6,826,000	3	<b>204,</b> 780
Maryland	457	7,800,000	1	78,000
Michigan	1,630	18,620,000	3 2	558,600
Mississippi	186	3,426,000	2	68,520
Missouri	1,216	14,875,000	ī	148,750
New Mexico	49	985,000	2 3 2	19,700
North Carolina.	<b>36</b> 8	9,450,000	3	283,500
North Dakota	630	7,010,000		140,200
Ohio	2,100	30,141,000	3	904,230
Oklahoma	536	8,360,000	1	83,600
Pennsylvania	2,001	27,573,000	1/10 of 1	27,573
South Dakota	607	4,944,000	2	98,880
Utah	67	1,154,000	2 2 2 2	23,080
Washington	377	6,041,000	2	120,820
West Virginia	207	3,058,000	2	61,160
Wyoming	67	1,104,000	2	22,080
Totals	18,084	\$255,237,000		\$5,371,393
Totals for the United States	. 32,802	\$488,486,090		

# \$5,371,393 in Cold Cash

ware merchants located in 23 other states!

Now just a minute before the rest of you who are located in states where there are no sales levies sit back and say, "Ah, well, that let's me out." Just a minute —you may be next!

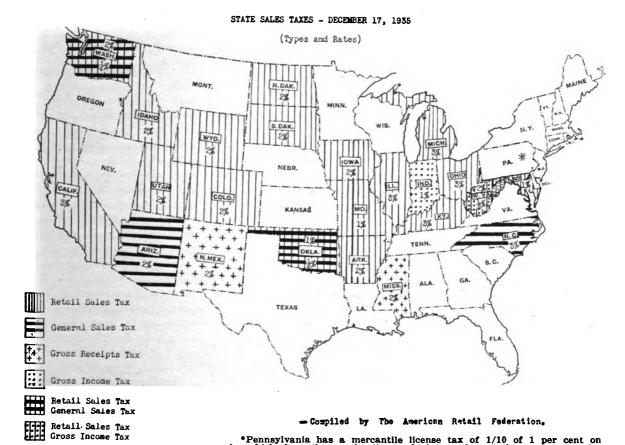
When the 1935 legislative season opened on January 1, sales taxes were in operation in 18 states: Arizona, California, Illinois, Indiana, Iowa, Kentucky.

Michigan, Mississippi, Missouri, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, South Dakota, Utah, Washington, and West Virginia. During 1935, however, sales tax proposals were introduced into 13 other states. Enactments followed in seven of these states: Arkansas, Colorado, Idaho, Maryland, New Jersey, North Dakota, and Wyoming. In New Jersey, the law was repealed within a few months.

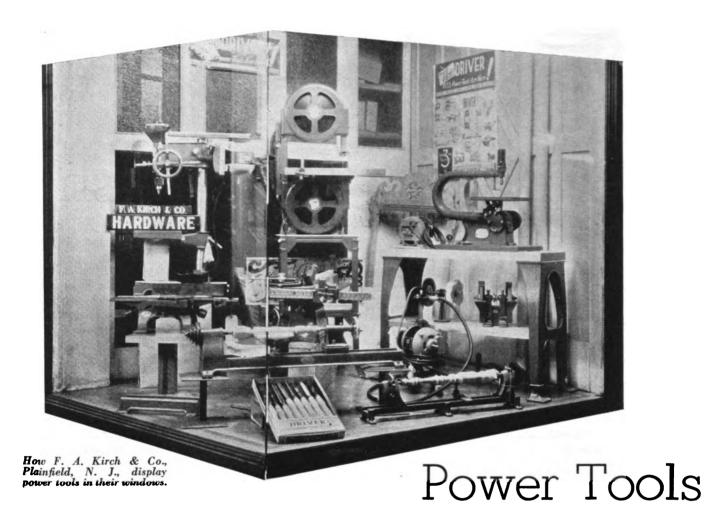
Fiscal experts say that never, in the history of public finance, has a tax spread so quickly over the world as has the sales tax. The only possible exception is the levy on gasoline.

Once adopted, moreover, the sales impost tends to remain. For example, sales taxes enacted prior to 1935 were not only renewed last year in six states but were even raised to higher levels. The

(Continued on page 94)



\*Pennsylvania has a mercantile license tax of 1/10 of 1 per cent on sales which, from the merchant's standpoint, works out the same as a sales tax, but, in this chart, this and other types of taxes frequently confused with sales taxes were not included. Types of taxation omitted are: Mercantile License tax, levied upon manufacturers, merchants, etc.; Selective tax, levied upon goosilne, cigarettes, etc.; Graduated Sales tax, levied upon gross sales at graduated rates, and Use tax, levied upon out-of-state purchases attempting to equalize selling advantages between sellers operating in or out of the state.



A. KIRCH, proprietor of the retail hardware firm of F. A. Kirch & Co., Plainfield, N. J., declares that if he had added power tools to the store's stock two years before he did that he would have about \$2,000 more profit. He considered handling the line for about two years before placing his opening order in the fall of 1933. Mr. Kirch has spent 40 years in the hardware business, and more than half of this time has been devoted to operating his own hardware store.

One reason why Mr. Kirch hesitated so long about taking on power tools was because he felt that it might be difficult to become well enough versed on the line to handle it successfully. This fear proved to be unfounded, for within the past two years power tools became the store's leading line in profits, volume, and turnover.

A stock of power tools and ac-

cessories representing an investment of approximately \$800 is now being turned on an average of eight times annually. In addition to being reluctant to take on the line because he was unfamiliar with it, Mr. Kirch had the impression that most all power tool sales were made on partial payments. This impression also proved to be unwarranted, as with few exceptions the store's power tool sales have been on a cash basis. In other respects the line has not been at all difficult to merchandise in a very satisfactory manner. As an example, Mr. Kirch says price competition on power tools is not as troublesome as it is on staple hardware lines.

### **Commuters-Home Owners**

Plainfield, about 25 miles from New York City, has a population of 33,000. About 3000 of its residents are commuters who are employed in New York, Newark and Brooklyn. Practically all of the commuters are home owners, and as they are, for the most part, em-

ployed in fairly remunerative positions, they are excellent power tool prospects. Mr. Kirch has a novel method of cultivating these commuter power tool prospects which has produced excellent results. When the manufacturer of the line of power tools carried by the store issues the company's new catalog each year, a number of them are handed to likely-looking prospects among the commuters at the station in the morning when they are on their way to work. During the 25-mile ride into the city they have ample time to peruse the catalogs, and to become interested in power tools. Seven sales were directly attributable to the first such distribution of the catalogs.

Mr. Kirch quickly became proficient in the use of power tools and can stage a convincing demonstration of their operating efficiency. He is a strong advocate of making the chips and sawdust fly. Showing prospects, through actual operating of the tools has no equal, he says, in stimulating the desire to

own them. He also invites and encourages prospects to try the tools out for themselves. Such trials have been found to quickly convince prospects of the desirability of buying motor-driven equipment.

Plainfield has a local homeworkshop club with some thirty members, and Mr. Kirch is very active in this organization. It has been the custom for the club to meet at the homes of the different members. When Mr. Kirch's turn came to act as host to the club meeting, he arranged to hold it in the store. A power tool demonstration was staged in connection with the meeting and refreshments were provided. From leads thus developed, four sales of power tools were closed in the week following the meeting.

In Mr. Kirch's demonstrations only useful articles are made. This adds emphasis to the practical and economical appeal of the tools. One such project which evoked high praise from many fishermen was a lathe turned hickory handle for a jointed fishing rod. Another example was a table which Mr. Kirch designed and built, using power tools. This table was so widely admired that eight local homeworkshop enthusiasts have since constructed tables exactly like it.

About 98 per cent of the store's sales of power tools are made to homeworkshop hobbyists, with a few tools being sold for varied in-

dustrial uses. A fair volume of power tool business has also been obtained from the manual training departments of local schools. Experience has shown Mr. Kirch that it is highly important to carry a complete stock of power tools and accessories in order to do a real job with the line. Despite the fact that the line of power tools handled by the store is manufactured in Plainfield the store makes it a point to have a very complete stock on hand at all times. Sixteen major machines are regularly

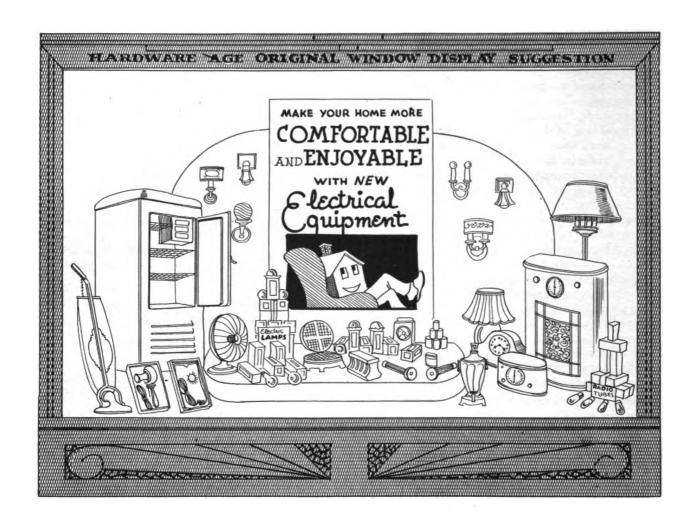
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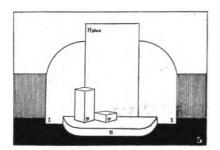
Plainfield, N. J., dealer says power tools for homeworkshops are the fastest turning and most profitable line in his store, even in summer. Urges brother hardware merchants to take full advantage of the exceptional opportunity for power tool and related profits.

### Become Kirch's Best Line



The floor display of power tools of F. A. Kirch & Co., Plainfield, N. J.

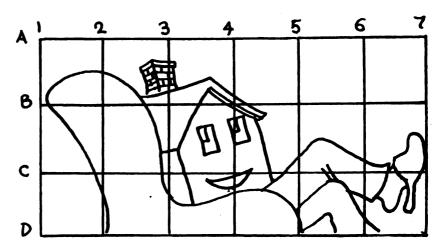




### Windows to Show

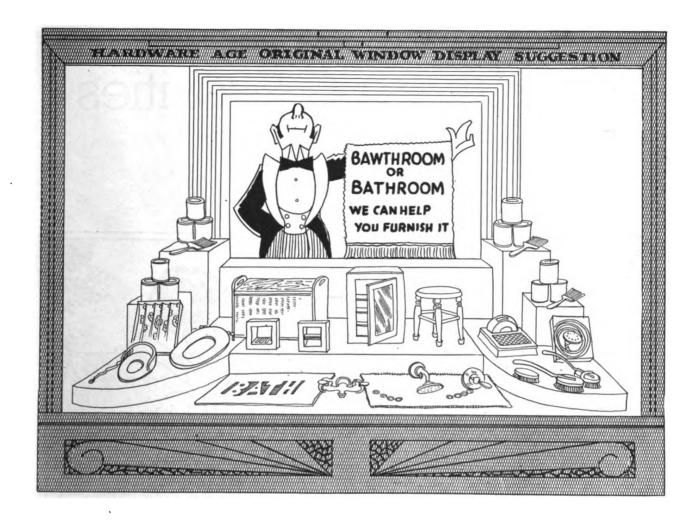
While the central posters will get attention if drawn flat, on wall board, they may be more elaborately treated if we desire. For instance, the "comfortable home" in the easy chair may be a cutout with a black background set about six inches back of the cutout. This gives an interesting effect to the display. In the case of the bath-

OME comfort is the theme of these two window suggestions, both graphically presented by the humorous cartoons calculated to attract attention and intrigue customers. Using the HARDWARE AGE interchangeable display fixtures as a basis for the composition of these windows, the artist-display man gives us easily installed trims, using a reasonably small amount of merchandise.



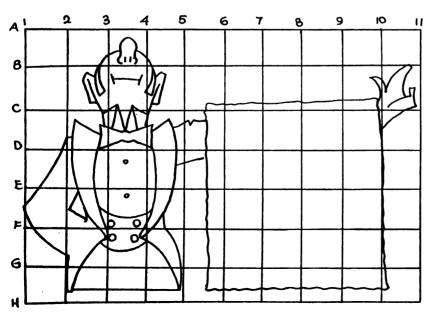
HARDWARE AGE

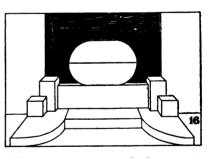
34



### Winter Lines

room window a similar plan can be used, but a bright light behind the cutout figure will suggest a bright, clean bathroom.





This arrangement of fixtures in used in the window above

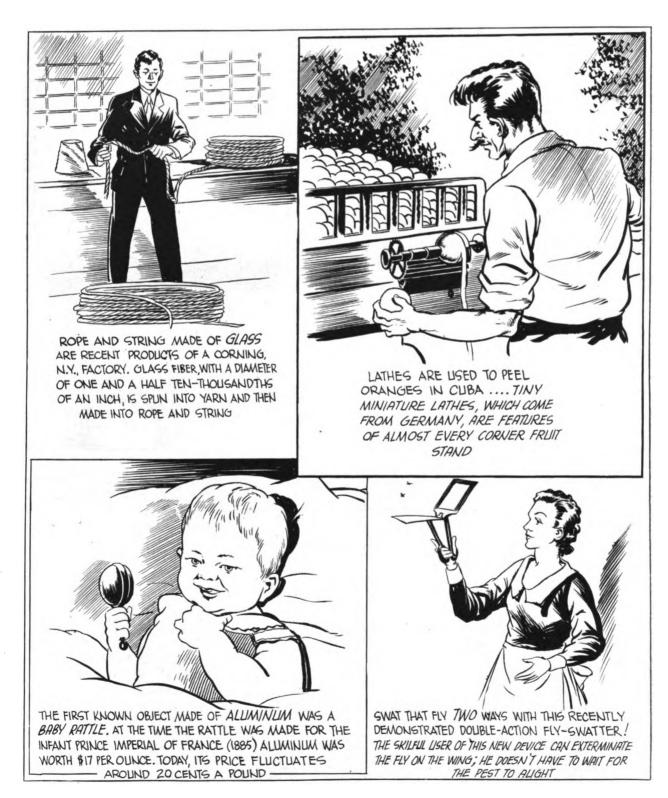
The charts presented here will make the drawing of the posters a simple matter for the sign writer or window trimmer. The instruction sheet for building the interchangeable display fixtures have been mentioned many times, but if you have not written in for your complimentary copy, do so today. A complete set of these units will render your window trimming a pleasurable duty and a source of lasting satisfaction.

**JANUARY 16, 1936** 

# Hardware Curiosities

### By ROBERT PILGRIM

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# British Merchants Adopt Standards of Retailing

### Retail Trading Standards Association Seeks to Raise Ethics in Selling

LITTLE more than two years ago a group of prominent retailers in Great Britain set out to draw up standards of retail practice consisting of a set of general ethical rules which were illustrated in greater detail in a number of departmental rules dealing with various important categories of merchandise.

The stimulus which resulted in initiation of this enterprise derived from a long-felt need, as a matter of public policy as well as a contribution to improved practice in retailing, for recognized and uniform terms and descriptions of merchandise offered for sale.

Retailing had suffered much from irregular practices in various manifestations, most of which tended to convince the public that something often could be had for nothing. Negative attempts to fight these activities had met with only partial success. The truth that the best value for the money could be obtained only by shopping at well established and straightforward

stores needed to be positively and continuously stated.

### Merchandise Standards

For two years twenty-five technical committees, operating under a central committee, worked on the task of drawing up merchandise standards whose accuracy would be unassailable. The keynote of the standards was to define the meaning of the terms and descriptions as used between the retailer and his customer. Technical or dictionary meanings of words were subordinated to meanings which both parties would understand easily, without equivocation.

The standards were printed, and adherence to their use by many well-known firms was obtained. To make the project truly effective, however, wide recognition and indorsement were essential. A strong and vigilant organization to protect the "new deal" was indicated. It was therefore decided to form an association to foster the work, and the

Retail Trading Standards Association came into being.

Membership in the R.T.S.A. is open to all retailers who undertake to comply with a specific agreement to abide rigidly by the standards. Members are permitted to show the device of the Association on letterheads, bills and other business papers, and are required to show it prominently and consistently in their advertising and on the store premises.

The right to use the device may be withdrawn if a member wilfully and persistently violates the provisions of the standards to which he has subscribed. The tribunal which has been set up to pass judgment upon delinquents in this regard is strictly impartial, being drawn from persons entirely independent of the retail trade. No competitor of an offender enters the case except, perhaps, as complainants. The tribunal has at its call a panel of experts to assist it in arriving at just conclusions.

If the tribunal deems a member guilty of violating the standards,

right to display and use the Association's symbol may be withdrawn, the offender may be reprimanded, or he may be assessed a penalty of not more than twentyfive pounds (about \$122 at normal exchange rates). The tribunal has the right to advertise its order in the press to such an extent as it may think fit. However, cases are not brought before the tribunal for trial until the Advisory Council of the Association has examined the complaint and found it sufficiently well founded to require action.

A retailer from whom the right to use the Association's symbol is withdrawn may, twelve months after the order withdrawing it, apply for readmission. If the Council passes favorably upon the application, it is referred to the tribunal, with which rests the power to assent or to deny.

For admission to the Association a flat fee of ten guineas (a guinea normally is equivalent to \$5.00) is charged members, and there is an annual charge, graded according to size of the member establishment, which runs as follows: Ranking employees up to 10-one guinea; up to 25-two guineas; up to 50—three guineas; up to 100-four guineas; and thereafter two guineas per hundred, so that a store with 500 employees would pay annual dues of \$60. "Ranking employees" means all employees except drivers, delivery men, workroom employees, etc.

### Seek Good Will

It is recognized that a mere aggregation of members showing the Association symbol will not, alone, make effective the purposes of the Association. Public acquaintance with the meaning of the symbol, and public good will toward it, must be had if it is to acquire a commercial value. Hence, a dignified and balanced publicity program is planned which will include advertising by the Association as well as by individual members.

The Standards are published in two distinct phases. First, there are the general rules. These are similar in intent to many of the standards of advertising which have been established locally by various retail groups or Better Business Bureaus in the United States. They define permissible practice in regard to mention of material content, description of imperfect merchandise, statements regarding special purchases, comparative prices, loss leaders, etc.

A typical section of these general rules comes under the heading. "Permanent Markdowns," and provides as follows: "When a comparative price is advertised on permanently marked-down merchandise, any previous price may be used, provided that the market conditions of such merchandise are substantially the same as they were when such previous price was in effect in the advertiser's store, and provided that the article was genuinely offered for sale at that price for a reasonable period (i. e., goods must not have been offered at a fictitious markup for the purpose of taking an excessive mark-down). Where a change in market conditions consists of a reduction by a manufacturer of the selling price of his branded merchandise, the former price of such merchandise may be used only for a period of one month from the date of the reduction, unless the date when the reduction took place is indicated. (Presumably, the last phrase refers to indication by the retailer, in his advertising, of the actual date of the manufacturer's price reduction.—ED.)

Supplementing the general rules is a set of special rules which, so far, includes such lines as bedding, blankets, china and glass, floor coverings, furniture, draperies, furs, gloves, hosiery, metalware, laces, leathers, linens, millinery, piece goods and woven underwear.

These rules are extremely specific. They tell what words may be used to describe what materials, and how they may be used. For instance, in the piece goods rules the opening paragraph on "Material Content" reads: "When the name of only one material is used in the description of a fabric, the fabric (apart from adornments) must be entirely composed of that material, provided that a specific margin of error of a small per-

centage appropriate to the fabric in question be admissible."

Each member store uses both the general rules and the departmental rules to guide its advertising and selling procedure. A complete set of rules is maintained in the office, available for reference by the store staff or by any customer who wishes to verify a description. Complete sets also may be distributed to departments, but if this is not considered necessary, only the departmental rules applicable to the specific departments may be distributed. They are prepared in loose-leaf form to make this possible. In all cases, however, a set of general rules accompanies the departmental rules, so a department head has at all times complete information to guide him.

All the rules, both general and departmental, are divided into eight main sections, as follows:

1. Material content. 2. Trade names. 3. Descriptions relating to manufacture. 4. General descriptions. 5. Off-grades. 6. Sizes and measurements. 7. Claims and statements. 8. Presentation of descriptions.

Sections 7 and 8 are general to all departments, and are printed only in the general rules. The first six sections appear in both sets.

### Possible for America?

Because of the vastly greater geographical range of American retailing, a scheme such as has been evolved by British retailers would be difficult, if not impossible, to administer on a national scale. Nevertheless, through cooperation of leading retail elements with the National Better Business Bureau similar standards might be set up, and administered either by states or by smaller subdivisions.

The problem of consumer confidence is no less acute in this country than abroad; probably it is more acute. Whether a Retail Bureau of Standards in the United States would completely solve the problem is debatable but undoubtedly it would be a step well beyond any form of control which we have now.



Electric
Lines
Extension
Forecast Sales of

C. Glenn Woker of the Turnock Hardware Co., Elkhart, Ind., demonstrates an electric pump.

# More Electric Pumps

ARDWARE men must go in for big items, believes C. Glenn Woker, of the Turnock Hardware Co., Elkhart, Indiana, which has for years sold electric pumps for rural use, and which has recently taken on a line of stokers.

An electric pump sold now and then would gratify most hardware men. And the occasional sale of such merchandise by the Turnock Hardware Company of Elkhart, Indiana, has aggregated nearly 1000 in the dozen years that electric pumps have been included in the stock in trade. Still an electric pump now and then is being sold. Mr. Woker, chief salesman for

pumps, as well as other things, believes they will be in even greater demand as electric lines are extended and as householders develop their own sources of water supply. Hence, an electric pump is always on display in the store. It remains right up next to the front door where it cannot be missed. In fact, customers must semi-circle on that side of the store to avoid direct contact with it. It is here that Woker shows the pump point by point, and gets the lead to most of the prospects. And once a lively prospect is found, Woker visits him at his home. "Of course, we don't go out and camp on his door step

until we are kicked off," said Woker, "but we manage to tell all there is to tell about the advantages of our choice of electric pumps. We take in any old pump on trade, and have a deal with a plumber so that a new pump can be installed in short order."

In earlier years of electric pumps in hardware, one was set up on the walk outside the store as a demonstrator. It pumped water from a connecting tub the moment anyone opened one of the two faucets. This pump was a small squatty affair, Woker relates, and was mounted on casters so that it could be pulled

(Continued on page 102)

### Brief Analysis of the Ten State Unemployment

STATE	DATE TAXES BEGIN	EMPLOYERS OF THE FOLLOWING NUMBER OF PERSONS SUBJECT:	OCCUPATIONS EXEMPT FROM TAXATION	TAXABLE WAGES
ALABAMA	JANUARY 1st, 1936	8 or more during 20 weeks of taxable year (A) (B)	1, 2, 3, 4, 5, 6, 8 (C)	(D)
CALIFORNIA	JANUARY 1st, 1936	8 or more persons em- ployed by an employer in all of his several locations shall be treated as employ- ed by a single employer	1, 2, 3, 4, 5, 6, 8	(D)
DISTRICT OF COLUMBIA	JANUARY 1st, 1936	Every individual and organization engaging employees	2, 3, 5, 7, 8	(D) Including gratuities received from per- sons other than em- ployer
MASSACHUSETTS	JANUARY 1st, 1936	8 or more during some day in each of twenty weeks (A)	1, 2, 3, 4, 7, 9, 10	(D) Except that wages of \$2500.00 or more per year are not taxable
NEW HAMPSHIRE	JANUARY 1st, 1936	4 or more during a portion of each of some 13 days, each day being in a different calendar week of the taxable year (A) (B)	1, 2, 3, 4, 11	(D) Including gratuities received from per- sons other than em- ployer
NEW YORK	JANUARY 1st, 1936	4 or more during 13 calendar weeks of the taxable year. This includes all persons working within the state or who perform a greater part of their work within the state (A) (B)	1, 3, 4, 5	(D) Including gratuities received from per- sons other than em- ployer (J)
OREGON	WHEN APPROVED BY THE SOCIAL SECURITY BOARD	4 or more during 20 days in the taxable year, each being in a different calen- dar week (A)	1, 2, 3, 4, 5, 6, 7	(D)
UTAH	JANUARY 1st, 1936	4 or more	1, 3, 5, 7, 12, 13	(D) Not including wages of those who are paid \$2,000.00 per year or more at other than manual labor
WASHINGTON	JANUARY 1st, 1936	4 or more in each of 13 weeks in taxable year (A) (B)	4	(D)
WISCONSIN	JULY 1st, 1934	8 or more in each of 18 calendar weeks. (A) employers located in other states but employing 20 or more in Wisconsin	1, 2, 4, 8	(D)

(For explanation of this chart see page 42)

### Insurance Laws Which Have Been Enacted

B.	EMPLOYER'S TAX BASED ON TOTAL TAXABLE WAGES		COLLECTION OF THE	EMPLOYEE'S TAX BASED ON TAXABLE WAGES		RECORDS	
1936	1937	1938 and Thereafter	TAX	1936	1937	1938 and Thereafter	
.9%	1.8%	2.7% (E)	As prescribed by the Commission	1%	1%	1%	(M)
.9% (F)	1.8% (F)	2.7% (F)		.5% (G)	1% (G)	1% ( <b>G</b> )	(M)
1%	<b>2</b> %	3% (E)	Returns and payments will be due not later than 15th of month following taxable month and must be made under oath except where return is under \$10.00	None	None	None	(M)
1% (H)	2% (H)	3% (H) (E)		None	1%	(1)	(M) Also lay- offs with reas- ons and their duration, must be kept by all employers
1%	2%	3% (E)	·	. <b>5</b> % (G)	1% ( <b>G</b> )	1% ( <b>G</b> )	(M)
1%	2%	3%	No payments to the State will be made until April 1st, 1936. Thereafter payments will be due not later than the 15th day after the close of the payroll period	None	None	None	(M)
.9% (K)	1.8% (K)	2.7% (E) (K)	No taxes will be col- lected prior to March lst, 1936	None	None	None	(M)
\$75.00 per lated; 1% v \$75.00 and tax when t	employee has when the rese \$100.00 per	til a reserve of s been accumu- rere is between remployee, no is \$100.00 or loyee		No tax on the employee but he may contribute for the purpose of increas- ing benefit payments		(M)	
2%	( <b>L</b> )	3% (E)	As prescribed by the Commission	1%	1%	1%	(M)
2% (N)	2% (O)	2.7% (O)	Must be computed, paid and reported to the Commission monthly for the preceding month	None	None	None	(M) Such records must be kept regardless of Kability under the law

This chart and data compiled by the National Wholesale Hardware Association.

### NOTES

- (Explaining the letters A to O in several columns)
- (A) For 1936, employment during 1935 makes an employer subject to the law.
- (B) Persons employed by an employer in all of his several locations shall be treated as employed by a single employer; provided that all employees of companies in which another corporation or person holds majority control or ownership shall be considered in the employ of the parent company.
- (C) Persons employed partially in the State and partially in another State may be subject to both laws through a reciprocal agreement.
- (D) All remuneration of any nature paid to a person by his employer.

- (E) In 1941, employers will be classified on the basis of the unemployment hazard, and the tax rate will vary according to the employer's experience.
- (F) A reduction to a minimum of 1% is provided for those who have a certain reserve and good benefit experience. Private plans are exempt if (1) a guaranteed employment account provides from forty-two weeks of thirty-six hours to fifty weeks of twenty hours per year, or (2) a private plan as beneficial as that provided by the State law is approved.
- (G) The rate shall never exceed more than 50% of the rate paid by the employer.
- (H) No employer shall pay in excess of the credit he is allowed against the Federal Tax.
- One-half of the rate paid by (I)employer.

- (J) The wages of those receiving in excess of \$2500.00 per year or \$50.00 per week and doing other than manual labor are not taxable.
- (K) Guaranteed employment accounts reduce contribution rate.
- (L) Based on Federal Reserve Board's Adjusted Index of Industrial Production.
- (M) Must include record of all employees, the hours worked by each, wages paid and, where there is a tax on employees, deductions from employees' wages.
- (N) If this amount is less than 90% of the Federal Tax, the employer must pay the difference to the State.
- (O) Depending upon the employ er's reserve percentage and benefit experience, the rate shall vary from no contribution to 3% in 1937 and a maximum of 4% after 1938.

### OCCUPATIONS EXEMPT FROM TAXATION

(As coded in third column, page 41)

- 1. Farm Labor.
- 2. Domestic Service.
- 3. Federal, State and Local Government Employees.
- 4. Employees of Non-Profit Organizations.

- 5. Certain Members of Family.
- 6. Crews on Ships.
- 7. Casual Labor.
- 8. Persons doing the greater part of their work outside of the
- 9. Employees on a commission basis where they are master of their time and efforts, and where the wages or compensation de-
- pend upon the amount of effort expended.
- 10. Home-workers on a piece-work basis.
- 11. Physicians and Nurses in Hospitals.
- 12. Those covered by Unemployment Compensation provided directly by Congress.
- 13. Employees on a common carrier in Interstate Commerce.

### Major Effort for Major Lines

### By FRED A. LAMBERTON

THROUGHOUT America, aggressive retailers have come to realize that to keep pace with changed and changing conditions, they must direct their sales activities to merchandise which produces a substantial volume. Merchandise, such as coal and wood ranges, heaters, gas ranges, electric refrigeration, electric washing machines, and radio receiving sets can be successfully sold only with an outside selling organization. These hardware retailers have found that they can operate a separate selling division

which devotes its entire effort to this class of merchandise equally as well as a specialty selling concern, and that such activity automatically brings to their store many new customers for small hardware purchases—sales which in many instances would have likely gone to the chain store.

That effort on these volume lines have made such dealers a great deal more competitive in their entire field, there can be no question, and the aggressiveness, enthusiasm, and dynamic selling ability of the specialty selling division soon radiates through the entire organization, making good inside salesmen out of the former ordinary floor clerks.

Some hardware wholesalers throughout the country were quick to realize the possibilities these volume lines offered them. They also found they could take an enviable position in the industry by rendering a most valuable service to the hardware retailer by placing these lines with him rather than allow the desired major lines go to the electrical or specialty (Continued on page 106)

HARDWARE AGE

### How to Determine and Manage a

# Retail Advertising Appropriation

Continuing the article (H. A., Dec. 19, 1935)

By VICTOR VITROMILE

HETHER the merchant follows the plan of spending a certain percentage of the cost of goods for advertising, or the plan of spending a certain percentage of anticipated gross sales, the result is the same from a mathematical standpoint. There is a difference, however, from the appropriation standpoint, inasmuch as the appropriation based on gross sales, even though the per cent rate is the same, will be larger than that based on the cost of the goods. The explanation of this is that the gross sales include profits, resulting in a higher dollar-equivalent for the same percentage.

An appropriation of 5 per cent on a stock with cost value of \$20,000 would amount to \$1,000. But, if the retail value of this stock, reckoning "mark-up," is \$25,000, and the retailer decides to base his 5 per cent appropriation on the anticipated gross sales for the year, the available appropriation will be \$1,250.

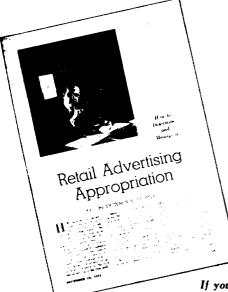
On the fixed-percentage basis

of advertising expenditure, the merchant often deludes himself. The retailer can seldom afford to hold any percentage as such inviolable. Theoretically, a specialty store doing a business of about \$100,000 a year can well afford to spend at least \$4,000 to promote and maintain the volume of business. According to this theory, the store's advertising should be arranged on a schedule that will permit an average expenditure of about \$80 a week for local advertising. During certain seasons, more might be spent each week; at other times, less.

If you read the article in H. A., Dec. 19, 1935, you will want to read this one.

Because of what is known as the accumulative effect of advertising campaigns—in other words, the increasing momentum of a continuous campaign by an established advertiser—the dollar-appropriation does not have to be increased each successive year in the same ratio as the percentage of sales increase from year to year. The retail business which forced its volume by \$50,000 in one year with a \$5,000 advertising appropriation would not of necessity have to expend \$10,000 the following year to achieve a sales objective of \$100,000. In the foregoing, 4 per cent of gross anticipated volume was used as the basis of the appropriation, but 4 per cent might be too little for a new business seeking to establish itself in a competitive market.

The percentage-of-gross-volume theory is not so satisfactory to the merchant starting in business as the percentage-of-cost-of-stock, or percentage of the average current stock inventory, for the reason that such a merchant has no practical basis, ordinarily, on which to judge what his first year's sales will be. It is certain that the new business will require more vigorous advertising during the first year than its established con-



temporaries, but this condition is not without its compensations, because a thousand dollars invested in local publicity the second year will very likely produce three times the results of the same expenditure during the first few months of the store's existence, assuming that the business is being well managed.

Advertising enthusiasts a ver that when business is sluggish, we should advertise more to obtain some; that when business is brisk, we should advertise some to get more. However, it seems that most retailers are not enthusiastic about advertising when results are not in sight in reasonable time. And, as results are not produced quickly in off times, the average retailer is usually a "fair-weather" advertiser, so to speak.

Ordinarily, retail advertising is done to promote trade in general rather than to dispose separately of each different line of wares. Nevertheless, the retailer who advertises a special lot of merchandise at small profit, striving to move it quickly, and who does not accomplish his purpose, feels justifiable disappointment that the advertisement did not "pull." Such an advertisement is unprofitable, and it would still be unprofitable if it moved some of the goods, but not enough of them above the cost of the advertising to make the effort and the investment worth while.

There is, of course, indirect benefit to all advertising, such as name and trade-slogan publicity, or the possibility through its reminding function of bringing a reader into the merchant's store for merchandise other than that specifically advertised in today's newspapers.

Even those inquiries that do not develop into immediate sales of the goods advertised are of value, because they furnish practical evidence that the advertised offer was read and they may be the means of bringing new customers.

The differential between the unit of advertising cost per dollar of goods sold and the unit of gross profit per dollar of goods sold is the final determinant of

the profitability of any business created by printed advertising, no matter what the sphere of publicity under consideration. Thus, if the net profit per dollar of goods sold is 19 cents, and the advertising cost per dollar of goods sold is only 2 cents, the advertising is unquestionably profitable because it leaves a net profit, exclusive of all expenses, of 17 per cent.

No retailer can afford to advertise to hold the friendship of local newspaper publishers. In certain cases, newspaper advertising is not the most profitable vehicle of retail advertising. The retailer is justified in subjecting the value of all forms of local advertising to the exacting test of responsiveness.

### Speculative Element

There is a speculative element in all advertising that makes it impracticable for publishers to guarantee very little more than the publication of copy in accordance with contractual specifications; hence, the retailer must conserve his own interests carefully in planning his advertising and in checking the results.

While the daily newspaper is still the most important medium available for the promotion of retail trade, the merchant should not use newspaper advertising simply to conform to custom, or to "follow suit" with flamboyant competitors, if he cannot obtain satisfactory traceable results.

If the retail merchant does not have the good fortune to have a well-established daily newspaper of recognized reader influence and advertising responsiveness—a paper that affords complete coverage of most of the homes in the community—it is still practicable for him to do constructive advertising through circularization directly to the homes of prospects and other devices of direct-appeal "controlled" advertising.

No retail merchant can afford to patronize all the advertising propositions that are submitted to him, and even if he could afford to do so, he would do better to put an amount equivalent to what all these schemes in the aggregate would cost into one worthwhile vehicle of publicity.

To be really profitable, all advertising must occasionally produce some new business. Unless it does, the advertiser is virtually paying an accumulative cost for last year's patronage, something on the principal of interest on the acquisition cost of each original new customer.

Of course, it is the function of advertising, under highly all competitive conditions of business, to retain as well as to obtain patronage, but the right kind of advertising may be expected to accomplish this dual function continuously, and in the degree that it does, it becomes permanently profitable and constructive. But, when the merchant's newspaper publicity seems to slacken its old-time "pull," the advertiser should remember that advertising style, like style in all other things, requires occasional change, both as regards its literary and typographical elements.

It is traditional with certain types of retail advertisers that they flourish for a time and then disappear entirely from the publicity picture. Examples of this group are the flamboyant, ballyhoo type of cut-price retail advertiser.

Their careers are short and colorful, and it is surprising with what accuracy the time that they can succeed in holding the attention and interest of the public can be forecast by an experienced advertising man who knows the true strength of the appeal they make.

In the early days of advertising, it was commonly said that at least fifty per cent of all advertising was money wasted, yet even in those days advertising was conceded to be immensely profitable to the large national advertisers.

With the increment in scientific knowledge of advertising these blank shots in advertising can be reduced to almost nothing by equal application of care and judgment in the composition of the advertising and the selection of the mediums for circulating the message to potential customers.

### Power of Store Manager to

# Bind Owner By Contract

THEN a retail merchant places a representative or manager in charge of his business, he should not lose sight of the fact that, as a general proposition of law, such a manager will have apparent authority to make contracts in the ordinary course of the business. And further, third parties, in their dealings with an employee of this kind, will not be bound by any secret instructions that the merchant may have given in respect to the conduct of the establishment.

The foregoing rule is of wide application in the retail world, and should never be overlooked by a merchant in situations of this kind. And, as an example of its application to the specific facts of a given case, the following will serve.

### Merchant Places His Wife In Charge of Store

Here a retail merchant was engaged in operating a grocery store, and went away for several months on other business leaving his wife in charge. Before leaving he instructed his wife about what to buy, and told her not to make any purchases other than merchandise to replenish the stock as the occasion required.

In violation of these instructions, the wife during her husband's absence signed a contract for advertising for a period of one year payable \$3.50 per week. Upon the merchant's return he was informed of this contract but promptly declined to pay anything on it, on the ground that his wife, while manager of the business in his absence, had no authority to make the contract.

Plaintiff, holder of the contract,

By ELTON J. BUCKLEY

Attorney-at-Law

sued thereon, and the evidence showed that when the contract was entered into the plaintiff had no knowledge of any limitation upon the power of the defendant's (merchant's) wife to contract. In addition, plaintiff contended that the contract was one clearly within the ordinary course of the business and that defendant should be held bound thereon. The case reached the higher court on appeal, and here in holding the defendant liable the court said:

### The Language of the Court

"Defendant says that when he left the city he gave his wife special instructions as to what purchases to make, and that she had no authority to exceed his instructions, or to contract for anything except merchandise to be sold in the store. The answer to that contention is that a principal who gives his agent secret instructions cannot shield himself behind these instructions, and if the agent's acts from which the claim results are reasonable and are such as would ordinarily be done by a person having the authority apparently exercised by the agent, the principal is bound. \* \*

"Defendant contends that the authorities to which we have referred do not justify our holding that an agent left in charge of a store may contract for advertising, but that they merely hold that such an agent may purchase stock to be sold. If an agent may purchase stock to be sold, we are unable to see why the same agent may not

contract for reasonable advertising to assist in the selling of the stock.

"The only question then remaining is whether or not the contract \* \* \* made was such a one as might reasonably be expected to be made by a person operating a grocery store of the small size and humble pretensions of that operated by defendant. It is not unreasonable for any grocery store to contract to spend \$3.50 per week for advertising. It follows that the contract was reasonable, and that the wife had apparent authority to execute it. The husband must be held responsible for the contract made by her."

### Summary

So ended the case, with the merchant being held liable on the contract for advertising signed by his wife while acting as manager of the business. The court taking the position that the nature of the contract, the amount involved, etc., being such as to reasonably fall within the course of the defendant's business, it was one which the wife had apparent authority to make. And, needless to say, the above are the usual tests by which the validity of contracts made by agents or managers are judged.

So that a contract made by the manager of a business that is clearly outside the scope of the business, either by its nature or extent, may not bind the employing merchant. On the other hand, where a person is placed in charge of a business his apparent authority will usually be held to cover all acts reasonably proper in the conduct of the business, and such contract will bind his employer.

# They're Telling Us

### What readers say about the Hardware Age Catalog and Directory Number

### ·Appreciates Usefulness

OIL CITY, PA.—We are pleased to advise that we have received our copy of the "Who Makes It?" and was received in first class condition and is very much appreciated and moreover very useful to us in our business. Please accept our thanks.

> F. E. Manley, Mgr., Seep Bros. Branch, United Hdwe. & Supply Co.

### Once a Day in Mexican Store

Durango, Mex.—I wish to acknowledge receipt of your "Who Makes It?" directory and beg to thank you for same.



I am always pleased to have this directory which came by mail in good shape, and at least once a day must refer to same.

Thanking you also for sending the HARDWARE AGE,

IGNACIO DE LA GARZA.

### Indispensable

ARKANSAS CITY, KANS. — The directory, or "Who Makes It?" issued by the HARDWARE AGE, ar-

rived in good shape, and I want to take this opportunity to thank you very kindly for same.



We formerly used one put out by another concern, but it is as nothing compared with the volume you sent us. We find this service indispensable.

AL G. WRIGHT, President, Wright-Burton Hardware Co.

### Most Dependable

WHARTON, TEXAS. — "Who Makes It?" has a permanent place on my desk and is used very often, and is a most dependable source of information.

J. T. Murphy.

### Wonderful Book

MIAMI, OKLA.—We are in receipt of the "Who Makes It?" some days ago and it is a wonderful book and we are taking advantage of its many helps.

F. E. MILLNER, Ed. Millner Hdwe. & Furniture

### Fills All Needs

HARTFORD, CONN. — We are pleased having received the copy of "Who Makes It?" in good condition.

The writer refers to this directory daily and finds it contains all the information and help in buying that a buyer of hardware needs.

Frederick W. Norris,
Secretary,
The Tracy, Robinson & Williams
Company

### Masterpiece

CANTON, OHIO—I received the new directory, "Who Makes It?" in fine shape.



It is indeed a "masterpiece of work," a great help to the hardware trade. The more I look at it the better I like it.

Many thanks.

WILLIAM KAISER.

### Vital To Any Firm

GLENS FALLS, N. Y.—"Who Makes It?", a book vital to any firm and just as important as their regular order catalog.

Would not know what to do with-

out it and what a money saver, it eliminates any question when in doubt of any particular firm and its products.

With much success and for a bigger and better book in the near future.

BENJ. S. A. KIRSCHENBAUM, Prop., "K" Locksmith & Hdwe. Supply Co.

### Advertisers Get a Break

LINCOLN, NEB.—We wish to thank you for the volume No. 136, "Who Makes It?"

We consider this worth many dollars to us during the year. Advertisers in this volume are sure in a good book and receive plenty of going over.

We hope you will continue printing this, and we thank you again.

HENRY VEITH COMPANY.

#### **Convenient Form**

MIAMI, FLA.—Acknowledge receipt of the Directory or "Who Makes It?" issue of the HARDWARE AGE, dated Sept. 26, 1935.

This copy reached us in perfect condition. We are pleased to have it and find it very useful and in convenient form.

R. M. MILLER, Secy.-Treas., Railey-Milam, Inc.

### **Used Frequently**

HUTCHINSON, KAN.—We received the "Who Makes It?" issue of HARD-WARE ACE. It reached here in good shape and our buyers consider it very good and use it frequently.

CHARLES J. COLLADAY, The Frank Colladay Hardware Co.

### No Directory—No Business

Scottdale, Pa.—I have used the directory for the past six years and have found it very useful in our line of business. I have especially found it useful in locating the manufacturers of repair parts for various items, such as washers, furnaces, stoves, etc. In fact, I would not know how to continue some of our business without it.

We hope you will continue to publish this book each year.

ETHEL STRUCKOFF, C. A. Brilhart Hardware.

### **Biggest Help Ever**

PORT HURON, MICH.—With reference to "Who Makes It?" issue, we wish to say that this is the most valuable reference book ever pub-

lished for the benefit of the hardware trade. We will certainly make good use of it.

> C. A. STURMER, Chas. A. Sturmer Company

### Convenient

Jackson, Tenn.—We received copy of "Who Makes It?" in good condition and certainly thank you for same, as this will be quite a convenience in our store.

H. C. Ross, Vice-Pres. & Gen. Mgr., McGee-Ross Hardware Co. and Vice-President, N.R.H.A.

### An Evening at Home

MINNEAPOLIS, MINN.—I spent a good part of an evening this week going through the last edition of "Who Makes It?" and am writing



this letter to let you know we think it is an exceptional service on your part, both to the retailers and wholesalers. Our buyers find it very convenient to refer to from time to time.

S. P. Duffy, Secy. & Asst. Mgr. Hall Hardware Company.

### Always Valuable

Belington, W. Va.—We beg to acknowledge receipt of your Directory "Who Makes It?" Publications of this nature are always valuable in the office of any purchasing agent for wholesale hardware and its worth is demonstrated in ways that are least expected and which almost constantly confront the buyer.

J. E. KEYSER, President, Kane & Keyser Hardware Co.

### Valuable

ATLANTA, GA.—We wish to tell you that your "Who Makes It?" issue contains a valuable store of information and that it will be of great usefulness to us.

SARAH DOZIER,
King Hardware Company

### Use It Often

JELLICOE, TENN.—Received Directory for which please accept our thanks.

It is very complete and we can frequently use it.

FRANK L. SMITH, Treas., Jellicoe Hardware Co., Inc.

### Complete

MIAMI, FLA.—The HARDWARE AGE Directory was received a few days ago in very good condition. We have gone over this directory carefully and wish to report that it is a very complete book and very well gotten up. This book should be very helpful for the buyer in securing the names and addresses of manufacturers.

H. S. THOMPSON, Vice-Pres., Hopkins-Carter Hardware Co.

### Valuable

San Francisco, Calif. — The Directory was received in good condition and is now on the writer's desk.

I wish to compliment you for the manner in which this book is gotten up and wish to say that I will find it very valuable for reference. Thank you.

C. F. SHARROCKS, Manager, Pur. Dept., Baker, Hamilton & Pacific Co.

### **Most Complete**

VICKSBURG, MISS.—In regard to the HARDWARE AGE Directory, must say it is about the completest edition of this kind we have ever had the pleasure of going through. As to any improvement we see no comments to be passed for its betterment.

· C. R. WRIGHT,
Wright Brothers Hardware Co.

### Referred to Often

POUGHKEEPSIE, N. Y.—"Who Makes It?" We find it a most helpful Directory and refer to it very often. We are exceptionally pleased with it.

Our copy was received in perfect condition. We thank you for it and wish you all success.

E. J. MacClelland, Manager, Du Bois Supply Company



News of Retailers, Jobbers and Manufacturers and Salesmen

# **NEWS**

HARDWARE AGE FOR

#### MASBACK HARDWARE CO. WILL MOVE TO LARGER AND MORE MODERN QUARTERS

Edwin R. Masback, president of the Masback Hardware Co., wholesalers of hardware and allied lines in the New York City Metropolitan area, has announced plans for the firm's removal from its present Warren St. address to larger and more modern quarters at Hudson and Van Dam Sts., New York City. Occupation of the new premises is scheduled for March 1.

Elaborate pneumatic tube and chute systems are being planned for the nine-story building to insure a prompt, efficient filling of orders as well as a rapid store service. A large, model hardware store will be designed to keep dealers posted on all that is newest and best in up-to-date hardware store equipment and merchandising methods.

The firm was first established 60 years ago by Robert J. Masback, now chairman of the board of directors, in a small retail store in New York. His delivery system consisted of a push cart. Four years later, due to the growth of the business, larger quarters were taken.

Business continued to increase steadily and, prompted by the pioneer spirit of the times, the founder, anxious to be known as "downtown business man," bought out the firm of Mowbray Brothers in 1884 and set up business at 80 Vesey St. It was at this time that he conceived the ideal of doing a wholesale business as well as retail.

In 1897 Mr. Masback visualized the possibilities of an exclusively wholesale business and moved to larger quarters at 117 Chambers St., the heart of the city's wholesale hardware district. Here was developed the first Masback catalog of 12 pages. In 1906, expansion made another move necessary, this time to the present location at 84 Warren St. One by one the five adjoining buildings were purchased so that the firm now occupies buildings at 74-76-78-80-82-84 Warren St., with a total floor space of about 1,000,000 square feet.

To the line of hardware, new lines such as housefurnishings, toys, sporting goods, paints, and livery system is now composed of a fleet of trucks housed in a spacious garage. The sphere of activity has also been expanded so that the sales force of 60 now fully covers the Eastern territory from Maine to Virginia.

To help the retailer increase his sales, a sales promotion department has been developed. A large, up-to-date print shop, operating on the premises, prints the 800-page catalog and price service. In recent years a line of private brand merchandise, under the "Red Diamond" name, has been developed for the specific purpose of protecting the independent merchant from chain store and mail order house competition.

In the opinion of E. R. Masback, president and son of the founder, the new facilities will enable the firm to provide a most complete, accurate and efficient service. Mr. Masback has been actively engaged with Victor Ridder, WPA Administrator of N. Y. City, in working out a reemployment plan for the hardware field.



The new home of the Masback Hardware Co., Hudson and Van Dam Streets, New York

#### GLOBE AMERICAN CORP. **NAMES DISTRIBUTORS**

The Globe American Corp., Kokomo, Ind., manufacturer of "Glow Boy" and "Ray Boy" heaters, "Glow Maid" coal and wood ranges, have appointed the Richards & Conover Hardware Co., Kansas City, Mo., and Oklahoma City, Okla., and the Witte Hardware Co. of St. Louis, Mo., as distributors. These appointments became effective Jan. 1, 1936.

These sales are handled through the office of Fred A. Lamberton, 407 Security Bldg., St. Louis, Mo. Mr. Lamberton glass have been added. The de- became associated with the Globe

American Corp. about Sept. 1, 1935. He also operates a sales office in St. Louis for American Steel Wool Co., N. Y., Upson Walton Co., Cleveland, Kingston Products Corp., Kokomo, Ind., and Utica Cutlery Co., Utica,

#### AMERICAN HARDWARE **MEETING JAN. 27 AND 28**

The American Hardware & Supply Co., wholesale, Pittsburgh, Pa., will hold its twentyfifth annual dealer meeting at the headquarters of the company, 41-43 Terminal Way, on Jan. 27 and 28, 1936. Wm. M. Stout is general manager of the firm.

#### LANE ELECTED V.-PRES. OF BOSTON VARNISH CO.

At the annual meeting of the directors of the Boston Varnish Co., held at the plant in Everett, Mass., recently, Franklin J. Lane, eastern sales manager of the Kyanize organization, was elected a vice-president of the corpora-



FRANKLIN J. LANE

Mr. Lane has been engaged in sales work for the company for the past 15 years and is well known, particularly to the trade in the eastern section of the country, where he served as sales manager for the past three years. As vice-president, he will continue his duties in sales management with added responsibilities in general supervision of the Kyanize sales staff throughout the country.

#### EMPIRE ASSN. TO HOLD **DINNER-DANCE MAR. 14**

The Empire City Supply Association will hold its second annual dinner-dance, March 14, at the Hotel Astor, New York City. The affair will be a formal one and entertainment will be provided by stars of the radio and stage. Tickets are \$5.00 per person.

Louis Cohen, president of the Moylan Supply Corp., is president of the association. Harry F. Halpern, secretary of the entertainment committee, with headquarters at 2308 Third Ave., will make reservations for those wishing to attend. The affair is under the supervision of Mack Rosenberg, president of the R. & B. Hardware Co., Inc.

# THE TRADE

IT BECOMES PART OF THE COMMON KNOWLEDGE OF THE HANDWARE TRADE THROUGHOUT THE COUNTRY WHEN Published in Hardware Age

JANUARY 16, 1936

#### HOME SPECIALTIES CO. PURCHASES AWNING FIRM

John M. Walker, president of Home Specialties Co., Inc., Newton Centre, Mass., has announced that his company has purchased the Framingham & Milford Awning Co., Holliston, Mass. latter company has long been established in Holliston, and by its acquisition, Mr. Walker says he will be in a position to give better service to his clients in that territory.

The firm has also opened an office at 40 Merrick St., Worcester, Mass., under the management of A. B. Benson.

#### NASHUA CO. PURCHASES PACKAGE PAPER CO.

The Nashua Gummed & Coated Paper Co., Nashua, New Hampshire, has purchased the business of the Package Paper Co., Holyoke, Mass., manufacturer of printed transparent cellulose, waxed, glassine and specialty papers. Though no final decision has been made, it is understood that for the present the Nashua company will operate the Holyoke plant.

Arthur E. Havemeyer, president of the Package Paper Co. has become associated with the Nashua firm in an executive capacity. The addition of printed transparent cellulose and other specialties to its lines of box covering papers, gummed and waxed papers, will give the firm a complete variety of packaging products.

#### **G-E MAKES CHANGES** IN INDUSTRIAL DEPT.

J. E. N. Hume, assistant manager of the General Electric Company's industrial department. has been appointed manager of the department, succeeding the late W. W. Miller. Mr. Hume had been assistant manager for the previous six years and in that capacity was responsible for general sales direction, policies, prices, consignments, and similar activities of the department.

George H. Reid has been appointed industrial department manager of the New York district, succeeding Fred S. Hartman who retired at the close of the year. Mr. Hartman's services will still be available to the company in an advisory capacity.

#### MOHAWK ASSN. ELECTS SPOHN AS SECRETARY

At a recent meeting of the Mohawk Valley Retail Hardware Association in the Hotel Utica, John Spohn was elected secretary to succeed George Agen, who has left the hardware business. Mr. Spohn took office with President Paul Barker and other new officers, Jan. 9.

#### FORMER BASEBALL STAR BUYS HARDWARE STORE

After a 15-year spectacular professional baseball career, Joe Sewell, former infielder for the Cleveland Indians and the New York Yankees has purchased the



JOE SEWELL

retail store of the Moore-Handley Hardware Co., Tuscaloosa, Ala. He obtained his release from the Yankees at the conclusion of the 1935 season and will probably retire from active participation in baseball.

The concern to be known

#### CONVENTION PROGRAM OF W. VIRGINIA ASSN.

The program for the 30th annual convention of the West Virginia Hardware Association has been announced. The association will meet at the Greenbrier Hotel, White Sulphur Springs, W. Va., Jan. 20-21. The morning and afternoon sessions of both days will be confined to business and the evenings given over to entertainment.

Speakers at the sessions will be: Thomas B. Howell, secretary of the Virginia Retail Hardware Association, who will speak on "Causes and Cures of Today's Competition"; Major Charles C. Anthony of the FHA; A. Mac-Lachlan, of the Dover Mfg. Co., who will speak on "Salesmanship"; Paul J. Stokes, of the NRHA, who will speak on "Comparison of Operating Costs."

Officers of the association are: Oscar V. Bowling, president; R. F. Cox, first vice-president; Norman Cook, 2nd vice-president; and H. B. Clower, secretary-treasurer.

ware Co. has taken over the stock and fixtures of Moore-Handley's retail department. The latter company will continue to operate its wholesale business as formerly. The parent company in Birmingham is not affected in the transfer.

It is understood that Mr. Sewell acquired the store by outright purchase. He will continue operation along the same lines as formerly, with special emphasis being placed on the sale of sporting goods. After being closed for several days for reorganization and inventory, the store was reopened Jan. 6 in the same location. Essentially the same lines of hardware will be handled.

Mr. Sewell said that he expected to maintain his interest in sports either professionally or otherwise and that he was entering business with the same enthusiasm that he did professional baseball. He is well known to American fans having held the big league record for the least number of strike-outs scored against him.

Aggressive merchandising has made possible an enviable busihenceforth as the Sewell Hard- ness which Mr. Sewell acquires.

#### 559 HARDWARE MEN PLEDGE TO HIRE WPA WORKERS WHEN VACANCIES OCCUR

New York City area, are highly gratified with the receptions accorded them by hardware business men during their canvass of employers. A report embodying the combined results of the canvass covering 10 days from Dec. 2 to 13, inclusively, shows that 559 business men signed a pledge, giving preference to WPA workers when vacancies occur, and that while 415 employers did not sign they agreed to give serious consideration to the request for cooperation. The agreement to sign and the offer to consider I.R.B. cooperation are classified by the salesmen under the title, "Productive Work." Considered on a percentage basis, they total 69.87 per cent, which is considered very high and satisfactory to those who are interested in the I.R.B.'s progress.

Great confidence is felt by the field men that the 30 per cent of business men who have not yet are helping themselves."

Industrial Reemployment Bu-, signed will do so when they reau field men, operating in the realize that the reemployment bureau offers none but the best help. What the I.R.B. wishes to emphasize through its field men is that former hardware workers now on WPA rolls, are highly certified and that these endorsements were made by 20 of the city's leading hardware executives after they had examined the 350 WPA employees at the bureau's headquarters, 618 Sixth Ave. The work of the steering committee was headed by Edwin R. Masback.

> "Merchants realize that they are real pioneers in the carrying out of the I.R.B's. plans," Major Wilfred E. Boughton, director of the bureau said. "They know that our bureau is endeavoring to remove the necessity for WPA by obtaining jobs in private industry for its employees. Business men are also aware that relief rolls, whether home relief or work relief, are painful burdens.

### U. S.-Canada Reciprocal Tariff Agreement

# U. S. will export manufactured products largely, whereas Canada will furnish raw materials and agricultural products to a large extent.

Due to an error in printing data on the United States-Canada Reciprocal Tariff agreement in our Dec. 5, 1935, issue, the wrong impression is given regarding the concessions made by both countries. The correct information is given below. This compilation includes only manufactured items of particular interest to our trade and cannot be considered as a complete schedule. Many of the concessions made by the United States to Canada are for raw materials and agricultural products, not shown in this list. A letter on this subject from H. L. Southall, managing editor, Hardware & Metal, Toronto, Canada, helps clarify the situation. From this we quote in part: We have granted our inter-

mediate tariff on a wide range of other hardware such as tarred paper and prepared roofings, sandpaper, roofing and shingles of saturated felt, cordage, leather belting, etc., which are still not included in your list because your list has been prepared from the table of lines specifically mentioned by the Canadian gov't., but that list was only of lines on which the rates mentioned were guaranteed for the life of the pact. On all other imports from U. S. we automatically extend our intermediate tariff or our 'most favored nation' tariff (whichever is lowest), whereas such imports formerly came in under the higher general rate. Hence we had to fine-comb our tariffs to get the big list we published Nov. 30."

#### Concessions Made in Duties on Hardware Items by Canada in Reciprocal Agreement with United States

(In percentages unless otherwise indicated)

	Present Duty	New	pproximate Reduction Percentage
Vacuum cleaners, etc. and parts	25	20	20
Refrigerators, domestic or stores:			
(i) Electric	40	30	25
(ii) Other than electric	30	27 1/2	8
Washing machines, parts, etc	35	25	29
Clothes wringers, etc	35 32	30 30	14 7
Lawn mowers	32 25	2214	16
Nickel kitchen or household hollow-	20	2 2 78	10
ware, n.o.p.			
Woven wire fencing, etc	15	121/2	17
Woven wire fencing, wire cloth, wire netting, coated or not	57	30	14
Woven netting, coated, etc., for fur	01	30	14
farms	30	271/2	8
Incubators, brooders, etc	25	1216	50
Scythes, sickles, hoes, rakes, n.o.p Cutlery (I. & S.):	25	12 1/2	50
Cutlery (I. & S.):			
(a) Knife blades, table forks in rough, etc	10	71/2	25
(h) Table knives and forks	35	30 72	14
(e) Spoons	35	30	14
(e) Spoons			'
(100 lb.)	75c	50c	33
(100 lb.)	25	18	28
(100 lb.)	75c	75c	
(and ad val.)	30	24 %	18
Screws (I. & S.):			
(I) Wood screws	30	25	17
(II) Machine and other screws, n.o.p.	30	25	17
Wire roofing nails, all sizes, and	•		
Wire roofing nails, all sizes, and wire nails over 1 in100 lb.	60c	55c	8
Cut nails100 lb.	50c	45c	10
Shovels and spades, n.o.p	20	15	25
Axes Certain precision tools	20 30	15 25	25 17
Hollowware (I. & S.) n.o.p	30	27 1/4	
Hollowware (I. & S.) n.o.p Kitchen and dairy hollowware (I.			
& S.) tin-plated, etc	30	271/2	. 8
Hollowware, enameled	35 30	30 27 <del>1/</del> 6	14 8
Articles of I. & S., nickel or electro-	80	4179	•
plated for mfg. bicycles, etc	30	27 1/4	8
Cars, n.o.p. wheelbarrows, etc	30	271/2	8
Farm wagons, sleds, etc	25	15	40
Buggies, carriages, etc	15	10	33
Children's carriages, sleds, etc	35 30	30 25	14 17
Fishing tackle n.o.p	30	2714	8
Guns and rifles not made in Canada	30	271/2 271/3	8
Metal parts n.o.p. for mfg. shot guns	25	171/2	80
Apparatus for cooking or heating			
buildings:	30	9.5	17
(1) For coal or wood	30 30	<b>25</b> 25	17
(-) 101 Bassissian	• •		

	Present Duty	New Duty	Percentage
(2) For electricity	30	25	17
(8) For electricity	30	25	17
(5) non	30	25	17 21
Steel bicycles rims	35	271/2	21
Steel balls, under % in. (burnishing balls)	10	71/2	25
Water pumps for domestic use only	30	25	17
Steel balls, for bearing, of machy. and vehicles	10	71/2	25
Steel wool	10	7 1/2	25
Skates of all kinds	30	25	17
Churns, n.o.p. brooms, rolling pins,	20	171/2	12
Fishing rods, etc., golf clubs, etc., skis, balls, etc	35	30	14

Approximate

#### Concession in Tariff Duties on Hardware Items Granted by United States to Canada

(In Ad Valorer	(In Ad Valorem Rates)		Approximate
	Present Duty	New	Reduction Percentage
Electrical cooking stoves and ranges and parts	85	25	28
Ice hockey sticks of wood	38 1/2 30	20 15	40 50
Ice skates and parts	20	15	25



CHICAGO—Harry Decatur (left), past-president of the 14th Floor Mart Club of the Merchandise Mart comprising the housewares division, handing the gavel to C. S. Keating, secretary of Earl W. Newton & Associates, who was elected president of the group for 1936.

#### BANQUET TO MARK 50TH YEAR OF PHILA. GROUP

The Hardware Merchants' & Manufacturers' Association of Philadelphia will hold its Fiftieth Annual (Golden Anniversary) Banquet at the Bellevue-Stratford Hotel Thursday evening, Jan. 30. The subscription this year will be \$5.00 per cover and as the attendance has been limited to four hundred members and guests, it is urged that reservations be made promptly. No reservations or cancellations will be accepted after Jan. 20. Inquiries should be made to George A. Fernley, secretary-treasurer of the association at 505 Arch St., Philadelphia.

### G. H. KILEY JOINS GIBSON CORPORATION

George H. Kiley has been appointed to have charge of sales for the New England States and the northern New York District of the Gibson Electric Refrigerator Corp., Greenville, Mich. Mr. Kiley was formerly eastern district sales manager for Grunow.

#### DEALER TO RUN FOR CONGRESS

Roy Ingram, head of the Ingram Hardware Co., Tarrant, Ala., and mayor of that city, has announced his candidacy for Congress to replace Rep. George Huddleston. Mr. Ingram has been in the hardware business for 12 years.

#### COOK, ASST. V.-PRES. IN CHARGE OF PURCHASING FOR MASBACK, SHANN TO CALL ON DEPT. STORES

Emil W. Cook, formerly of the purchasing department of the Masback Hardware Co., wholesalers of 74-84 Warren St., New York City, has been appointed assistant vice-president in charge of purchases. John Shann, also formerly of the purchasing department, will now confine his activities to calling on department stores.

Under Mr. Cook's supervision,



JOHN SHANN

EMIL W. COOK

a number of assistants will be responsible for the various activities of the purchasing department. They are: Don La Penna, sporting goods; John Murray, electrical and cutlery; Edward Broderick, hardware; Henri Simontu, special order; Gus Buchta, housefurnishings; Gus Wilkens, seasonal; Rudy Koch, tools.

and promote general interest" of retailers. The combined association which is composed of 10 retail trade organizations held its first annual dinner recently. Grover A. Whalen of New York City was guest speaker.

#### WATERMAN, SALES MGR. FOR CROESSANT WORKS

G. H. Waterman has been appointed general sales manager

for Croessant Machine Works, 39-41 Moss St., Reading, Pa., manufacturers of Molly expansion bolts, boiler repair plugs and other products. He was formerly sales manager for the R. M. Hollingshead Corp., Camden, N. I

#### JOESAM CO. TAKES ON SHARON HARDWARE LINE

E. M. Joesam Co., 170 Purchase St., Boston, Mass., manufacturers representatives in the New England States, has completed arrangements to maintain at its warehouse a complete stock of the Sharon Hardware Mfg. Co., Sharon, Pa.

Lines now stocked at the firm's warehouse include the following: screen wire, Standard Wire Cloth & Screen Co.; shields, toggle belts, etc., Steward & Romaine Mfg. Co.; complete lock line, Skillman Hardware Mfg. Co.; steel wool, James H. Rhodes & Co.; hack-saw blades and frames, Great Neck Saw Mfrs.; screen door checks, Winsted Hardware Mfg. Co.; and butts, hinges and garage hardware, Sharon Hardware Mfg. Co.

#### PLATE GLASS FIRM IN NEW LOCAL QUARTERS

The Pittsburgh Plate Glass Co., Pittsburgh, Pa., has recently moved its High Point, N. C., branch into new quarters on Hamilton St., there. The new warehouse was constructed so that a sufficient stock might be kept on hand to conveniently serve all of North Carolina and most of South Carolina.

The building is modern throughout. It is fireproof and affords 35,000 square feet of space for storage purposes. There are fireproof vaults for combustible materials and all products are conveniently arranged so that they may be reached and handled with minimum effort.

This local warehouse is equipped to take the glass direct from the Pittsburgh factory and make it into mirrors; to make beveled glass; to sand blast glass and to pattern it into many shapes and fashions. The plant employs 65 persons, including warehouse workers, salesmen and office employees.

#### HALL HARDWARE SETS CONVENTION DATES

It has been decided that the thirty-third annual stockholders' meeting and convention of the Hall Hardware Co., wholesale, Minneapolis, Minn., will be held on Feb. 18 to 20 inclusive, 1936. The firm's building at 6th to 7th Ave., North on Third St., will serve as convention headquarters. G. E. Hall is president and manager of the company.

#### BEIGHT RESIGNS FROM CENTRAL HARDWARE

M. E. Beight has announced his resignation as secretary of the Central Hardware and Factory Supply Co., Akron, Ohio. M. M. Irwin has replaced F. H. Gelhart, who resigned as treasurer of that company recently. Executives of the firm announced that Mr. Beight's position has not been filled.

# The World's Carsest Producer of Washers Rivel Burns Stampings WROUGHT WASHER MFG. CO. MILWAUKEE Washers Rivel Burns Stampings WROUGHT WASHER MFG. CO. MILWAUKEE

The Wrought Washer Mfg. Co., Milwaukee, Wis., offers to loan this special traveling window display to hardware dealers for periods of two weeks at a time. It is made of two complete units of wood panels fastened to a double tier platform of semi-oval shape. It is finished in silver and black. Printed captions in raised lettering consist of carved wood mounted on the panels. A variety of washer samples accompanies the display and a chart of directions for setting it up is furnished. The display is free.

#### KELVINATOR HELD SALES CONVENTION

Nearly 1,000 distributors of Kelvinator products, members of their selling organizations and others, attended the national convention, Jan. 8-10, of the Kelvinator Corp., Detroit, at which the 1936 sales program was launched. The program is based on the belief that 1936 will be the greatest year in the history of the electric refrigeration industry.

Presentation of the 1936 models in Kelvinator's line of electric refrigerators, electric ranges, commercial refrigeration, water and beverage coolers, automatic heating and air conditioning equipment was made to distributors, their sales managers, sales promotion managers, advertising managers and wholesalemen, and to representatives of the utilities at the convention. Plans for advertising and sales programs were announced and discussed.

#### PITTSBURGH RETAIL ORGANIZATIONS COMBINE

The Pittsburgh Retail Hardware Association joined the Federated Council of Retailers, affiliated with the Pittsburgh Chamber of Commerce, which formed to strengthen the voice of retail industry in local and state legislation and "protect

**JANUARY 16, 1936** 

#### FORMER MARSHALL FIELD MEN FORM JOBBING FIRM

Three men formerly associated with Marshall Field & Co., Chicago, in executive positions, announced formation of a wholesale firm to be known as Richards, Boggs & King, at 127 South Franklin St. The new concern came about as a direct result of the recent decision of Marshall Field & Co. to retire as a wholesaler of products of other manufacturers and concentrate on articles turned out in its own plants.

Harvey B. Richards was a divisional merchandise manager of Field's. H. R. Boggs was assistant general sales manager. J. A. King has not been with the Field organization for five years, but had been in its sales department for 20 years previously.

The new firm will concentrate its activities in an area embracing Duluth, Louisville, Omaha. Kansas City and Pittsburgh. Mr. Boggs stated that only proved lines would be handled. These will include staple and style merchandise. Present activities are being concentrated on household and knitwear lines, aluminum wear, oil cloth and covered fabrics. One of the company's principal lines is that of the Columbus Coated Fabrics Corp., Columbus, Ohio, and in addition, the Bremer Aluminum Corp., New Washington, Ohio, and the skate line of the Globe Union Hardware Co., Milwaukee, Wis.

#### MASBACK HARDWARE CO. HELD SUPPER-DANCE

The Mashack sales force and the Masback Hardware Co., 84 Warren St., New York City, tendered a supper-dance to their inside associates at the George Washington Hotel, Dec. 28. The special program prepared for this second annual dance consisted of dance contests, a quintet and community singing. Arthur Schuman was master of ceremonies.

#### ANSONIA MAKES **EXECUTIVE CHANGES**

At the recent election of officers of Ansonia Coated Abrasives, Inc., 432 Twelfth St., Brooklyn, N. Y., specialists in coated abrasives, Paul Costello and David R. Baker were elected president and vice-president respectively. This action was taken at the request of stockholders and directors of the company. E. C. White, formerly president, is no longer associated with the firm in any way.

Mr. Baker as vice-president

sales. Mr. Costello, formerly treasurer, will have charge of the financial affairs of the company and will also assist Mr. Baker in the sales management.

Leopold Von Gussich, formerly a director and assistant treasurer, has been elected treasurer. Chester Bryan is products engineer and also continues as factory superintendent.

#### BRITISH PUBLISHER VISITS HARDWARE AGE

C. A. Chadwyck-Healey, director of Morgan Brothers, Ltd., 28 Essex St., Strand, London, W. C. 2, publishers of The Engineer, The Ironmonger, and The Chemist & Druggist, all of which are English trade publications, is in this country studying American methods of trade paper publication.

The Ironmonger is England's leading hardware business paper. For the interchange of ideas common to the hardware trade both in England and the United States, Mr. Chadwyck-Healey spent a week in the offices of HARDWARE AGE. During this time he interviewed executives and associates with the view of becoming familiar with the departmental procedure as followed by HARDWARE ACE.

#### TIN PLATE FIRM NAMES GEN. SALES ENGINEER

Empire Sheet & Tin Plate Co., Mansfield, Ohio, has appointed Stanley A. Richardson to the position of general sales engineer, in which capacity he will direct various sales activities of the company. Mr. Richardson for the past five years has served the firm as chief metallurgist.

After completing his technical training at both the University

of Minnesota and the University of Chicago, Mr. Richardson entered the steel industry and during the past 19 years has served that industry in both technical and executive positions. Prior to his coming to Empire he was with Republic Steel Corp., having held the position of chief metallurgist of Interstate Iron & Steel Co. at the time that concern was merged into Republic.

William Fox, a graduate of Carnegie Institute of Technology and chief chemist of Empire for 15 years, has been appointed chief metallurgist following Mr. Richardson.

#### BABCOCK TO ADD LARGE SPORTING GOODS STORE

Babcock, Hinds & Underwood, Inc., retail and wholesale hardware firm for more than 60 years at 174 Washington and 125 State Sts., Binghamton, N. Y., has announced expansion plans. Plans call for a new separate store devoted exclusively to sports goods at 123 State St., adjacent to the present store.

The new store will take half of the Barlow Bldg., on the State St. side, and will have an entrance to the Babcock Bldg. through an archway in the center of the two stores as well as the regular State St. entrance. Half of the basement will also be used.

The store for many years had a small department which carried guns and fishing tackle. As the demand for other sports lines increased, various equipment was added in 1933. Since then the firm has added more sporting goods and is now completely equipping school teams and athletic organizations over a large section of New York and northern Pennsylvania.

#### **NEW BUCK MOVIE—"FANG AND CLAW"** OFFERS PROMOTIONAL OPPORTUNITY

Frank Buck's new sound movie, | "Fang and Claw," offers dealers a promotional opportunity. They can feature special window displays of firearms and hunting goods, and carry newspaper ads to appear with those of the theater featuring Buck's latest and best wild-animal thriller.

The picture has been produced by RKO, who have already furnished theater managers with a press book illustrating many promotional methods for use in creating keen local interest in its presentation. It is certain that the picture will stimulate a great deal of enthusiasm.

Local theater managers will undoubtedly cooperate with dealers promoting the picture and will have charge of products and the dealer's stock at the same

time. Colored posters, showing vivid scenes from the movie, still photos from the actual film, and like promotional material, would be gladly loaned by the theater management. In some instances, it may be possible for the dealer to arrange a special firearms and hunting exhibit in the theater lobby. Dealers handling the Stevens' Buckhorn .22 rifle will be able to arrange a particularly effective tie-up, as this rifle bears the personal endorsement of Frank Buck.

Many of the movies now being produced also offer opportunities for similar tie-ups with other lines, such as housefurnishings, paints, camping equipment, fishing tackle, athletic goods, etc.

#### SKINNER NOW WITH WHITON MACHINE CO.

Robert B. Skinner has become associated with Lucius E. Whiton, president, D. E. Whiton Machine Co., New London. Conn., as vice-president and general manager. Mr. Skinner



R. B. SKINNER

was formerly secretary-sales manager of the Skinner Chuck Co., New Britain, Conn., from which position he resigned. He has been in the chuck business ever since he left school, having learned the trade in the factory, and actually having built the product before taking complete charge of all sales promotional work. Thus, he came into contact with all phases of the manufacturing and distributing ends of the chuck business.

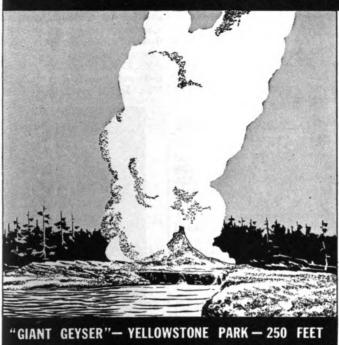
#### GEMMELL, SALES MGR. FOR CLEVELAND CHAIN

David J. Gemmell has been appointed general sales manager for The Cleveland Chain & Mfg. Co., Cleveland, Ohio. He will be located at the firm's main . office there. Mr. Gemmell has had many years experience in welded chain, weldless chain and also tire chain lines. For a number of years past, he has been in charge of the Chicago office handling midwestern sales.

#### REVERE CONSOLIDATES **BALTIMORE DIVISIONS**

The Baltimore division and Baltimore Tube Co. division of Revere Copper and Brass, Inc., New York City, have been consolidated and hereafter will operate as the Baltimore division. Sales offices are at 1301 Wicomico St., in that city, which is the address of the former Baltimore Tube Co. Branch offices of this division are located in Philadelphia, Atlanta and New Orleans. R. S. Stringer is vicepresident of Revere's Baltimore division and R. H. Hodges, sales manager.

#### THE 2 BIGGEST GEYSERS IN THE WORLD ARE THE SAME SIZE





# -but the world's Biggest Magazine tops the second biggest by 2 to 1 UTHEN it comes to selling advertised products

When it comes to selling advertised products... the every-day necessities and luxuries of millions... the power of the magazine with the biggest circulation in the world, a circulation that goes regularly into the most millions of homes, is required.

Manufacturers who advertise in The American Weekly give you this stupendous circulation support.

Every week this powerful advertising medium goes into an almost unbelievably large number of homes . . . reaches more than 5,500,000 families . . . twice as many as read any other magazine!

The American Weekly

reaches 1 out of 5 to 1 out of every 2 families in the trading areas where 70% of all families live and roll up a volume of 80% of all retail sales that are made!

#### What The American Weekly is

The American Weekly, the largest magazine in the world, is distributed through the 17 great Hearst Sunday newspapers.

In each of 158 cities, it reaches one out of every two families

In 146 more cities, 40 to 50% of the families In an additional 139 cities, 30 to 40%

In another 171 cities, 20 to 30%

... and it reaches an additional 1,982,000 families in thousands of other large and small communities.



MORE THAN 5,500,000 CIRCULATION

NEAREST COMPETITOR CIRCULATION



"The National Magazine with Local Influence"
Main Office: 959 Eighth Avenue, New York City

#### FRANK J. TENK DIED DEC. 19: WAS TENK HDWE, VICE-PRES.

Frank J. Tenk, vice-president of the Tenk Hardware Co., wholesalers of Ouincy, Ill., passed away at his home there, Dec. 19. He was 58 years old and had been in ill health for three years.

Mr. Tenk was educated in the schools of Ouincy and the Gem City Business College. He then entered the store of his father and uncle, serving an apprenticeship in every department. The firm of H. and J. H. Tenk, as it was then known, was one of the pioneer hardware businesses of that city. The business had been built up through industry, thrift and acumen of its founders. In this atmosphere Mr. Tenk started his business career.

He eventually became a member of the firm. Changes came and the firm expanded until Frank Tenk became manager of the retail store and was in charge of the city sales department. Since 1927, however, he had been in the wholesale department and also in charge of the large sales organization.

Mr. Tenk had always been deeply interested in civic and religious affairs. For 15 years he was a supreme trustee of the Western Catholic Union, and was | company.



FRANK J. TENK

one of the closest advisers of those who directed the policy of the organization. He was also a national director of the Manufacturers' Equipment Men's Wholesalers' Assn. of automotive parts.

Surviving him are: his widow, four daughters and a brother, Rudolph Tenk, president of the

#### J. D. MOORE PASSED AWAY DECEMBER 25: WAS PRESIDENT OF MOORE-HANDLEY HDWE. CO.

James Dolphin Moore, Sr., president of the Moore-Handley Hardware Co., wholesalers in Birmingham, Ala., passed away at his home there, Dec. 25, after an illness of two years. Mr. Moore has been prominently identified in the wholesale and retail hardware fields since 1882. when the company was founded. Since that year until his death at the age of 86, he was president of the firm.

Mr. Moore, before starting his long and noteworthy career in hardware, taught at Bowden College, Ga., and later at Oxford College, Ala. He assisted in establishing a high school in Roanoke, the first in that part of Alabama.

It was there that he met the late W. A. Handley, who in 1875 offered him a partnership in a hardware business the former had iust bought out. Then began the partnership which prospered and expanded into one of the largest concerns in the South. In 1882, the firm, at the suggestion of Mr. Moore's brother, B. F. Moore, moved to Birmingham, opening for business under the name of Moore, Moore & Handley at Second Ave.

Mr. Moore entered actively



J. D. MOORE

life of the community shortly after the firm was established there. He was an ardent Rotarian and a member of Methodist Church. He also took a deep interest in the Birmingham school system, serving 20 years on the city examining board. He was elected to the Jefferson County Board of Education in 1916. In 1933 the Birmingham-Southern College conferred the honorary degree of doctor of humanities upon him in recognition of his various services.

His many interests brought into the educational and religious | him distinction from other or- Leslie Brewer.

ganizations and groups. He was a past president of the Southern Hardware Jobbers Assn., and of the National Wholesale Hardware Association.

Mr. Moore leaves his widow, Mrs. Annie Provost Moore, a son, J. D. Moore, Jr.; a daughter, Mrs. J. P. Jones, Jr., and four granddaughters, all of Birmingham.

#### WILLIAM BIGLER DYSART

William Bigler Dysart, 82, well known hardware merchant of Bellwood, Pa., died Dec. 28 at his home there. He had been in failing health for more than a vear. Mr. Dysart spent his entire business career in hardware. starting as a clerk. He moved to Bellwood in 1890 to open his hardware store which is still doing business in the same location. He leaves his widow and five children.

#### A. J. KAHLE

A. J. Kahle, 73, retired hardware merchant, died at his home in Granite City, Mo., Jan. 1. Death was due to a heart attack. He leaves his widow and a son, Louis E. Kahle.

#### JOHN Y. MURPHY

John Y. Murphy, retired hardware merchant of Chester, S. C. died Dec. 30, after a brief illness, of heart disease. He was associated with his son, W. L. Murphy, in the Murphy Hardware Co., for many years. His widow and three sons survive.

#### G. C. SOWERS

G. C. Sowers, retired hardware merchant, died recently at his home in Corsicana, Tex. He leaves two daughters.

#### F. T. SANFORD

F. T. Sanford, 71, hardware merchant at Brookfield, Mo., for 50 years, died suddenly Jan. 3 of a heart attack.

#### FRANK S. BREWER

Frank S. Brewer, 68, prominently identified with the nut and bolt manufacturing industry, died suddenly Dec. 23, at his residence in Unionville, Conn. For 42 years, until his resignation five years ago, Mr. Brewer was associated with the firm that was originally the Upson Nut Co., later the Bourne Fuller Co. and is now the Republic Steel Co. For the last five years he had been a sales representative for the Clark Bros. Bolt Co., Milldale, Conn. He leaves his widow and one son,

#### ALBERT CATTERALL.

Albert Catterall, 64, treasurer of Oliver Brothers, Inc., purchasing agents and hardware commission merchants at 200 Hudson St., New York City, died suddenly, Jan. 4.

Mr. Catterall was born in England and came to America in 1884. In his youth he was en-



ALBERT CATTERALL

gaged in the banking business in Galveston, Tex., and later with the New York Telephone Co. He became associated with Oliver Brothers in 1900. He served that firm as office manager for many years, becoming secretary in 1917. After the death of Frank J. Oliver, who had been president and treasurer, Mr. Catterall became treasurer in 1930, which position he held at the time of his death. He was a member of the Hardware Club.

The firm does a considerable export business and Mr. Catterall had special charge of the export department. During the World War, the company aided some of the foreign countries, particularly England and France, and was recommended as purchasing agents for the allied governments. Mr. Catterall was responsible for the handling of a great deal of this emergency business, including emergency orders for the U.S. government.

Surviving are his widow and two brothers.

#### A. WESTON SMITH

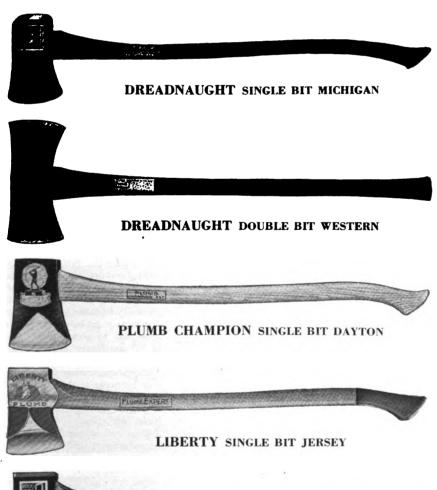
A. Weston Smith, 78, organizer and president of the Atlantic Paint Co. of New York, died recently at his home in Bronxville. N. Y. His widow, a son and a daughter survive.

#### **GODFREY KNIGHT**

Godfrey Knight, 96, in the hardware business for many years at Fargo, N. D., passed away Dec. 16, following an illness of four months. He is survived by a daughter.

# Is your axe stock PROTECTED by this label?

It is true that you don't make a profit on an axe until you sell it, but you can INSURE that profit when you buy it! Stock the axe on which you have no catalog house or chain store competition.



DIXIE PRIDE SINGLE BIT DAYTON



Every Plumb Axe is sold under this label of The American Institute of Fair Competition, Inc.

● Plumb's Sales Policy is a straightforward declaration of protection for the Independent Merchant. It is on public file with The American Institute of Fair Competition. It states:

"We do not sell anything under any name, directly or indirectly, to Chain Stores or Mail Order Catalog Houses."

Plumb not only protects your sales and profits, but makes customers for you. By giving you a complete line in every price range; by advertising to millions of farmers and woodsmen; by having Peter McLaren, America's Champion Chopper, demonstrate Plumb Axes all over the country; by furnishing you store displays and dealer helps.

And—most important!—by making the finest axe which skill and experience can produce.

Specify Plumb when ordering axes, and be sure of a protected profit. Order from your regular jobber.

Fayette R. Plumb, Inc., Phila., U. S. A.



#### JAMES W. GLADDING

James W. Gladding, 78, well known business manager of E. C. Atkins and Co., Memphis, Tenn., branch, passed away Christmas Day at his home, 471 Dickinson St., Memphis. Mr. Gladding had been ill only a very few days of ptomaine poisoning which suddenly developed into pneumonia. He became connected with the Memphis branch of the company in 1887. For the last 28 years, he was a member of the Atkins Pioneer 20 Year Club. He is survived by his widow, a daughter, and two brothers, Nelson A. Gladding, vice-president of E. C. Atkins and Co., Indianapolis, and George W. Gladding of Chicago.

#### AUGUST E. CARRERE

August E. Carrere, 49, secretary-treasurer of the Pitard Hardware Co., New Orleans, La., died Jan. 1. Death was caused by pneumonia. Mr. Carrere joined the Pitard firm in 1931. He leaves his widow and two brothers.

#### WALTER O. DROEGKAMP

Walter O. Droegkamp, 49, vice-president of the Droegkamp Durnace Co., Milwaukee, Wis., died suddenly, Dec. 31, at his home there. He was the son of the late John Droegkamp, founder of the company. He is survived by his widow.

#### J. S. RADFORD

J. S. Radford, 63, pioneer hardware merchant, was found dead at his home in Newbern, Tenn., Jan. 2. He had operated the Radford Hardware Co. for more than 40 years. He also was engaged in the hardware business in Dyersburg, Tenn., from 1926 to 1932 and was proprietor of a similar business at Trimble for about 10 years. He leaves a son and a daughter.

#### FRANK WELLER

Frank Weller, 76, proprietor of a hardware store in Clintonville, Wis., for the past 18 years, died recently. He leaves his widow, seven daughters and four sons, three of whom were associated with him in the hardware business.

#### MORRIS WHEELER, SR.

Morris Wheeler, Sr., passed away Dec. 26, at his home in Schenectady, N. Y., of heart trouble. Mr. Wheeler, at one time, was with Sargent & Co., for that company for a great many years. He later became associated with Burhans & Black. Inc., Syracuse, N. Y., and was in charge of the builders' hardware department. He leaves his widow, two sons and two daugh-

#### CARLTON W. BAXTER

Carlton W. Baxter, 59, associated for 35 years with Sidney R. Baxter & Co., Boston, manufacturers of fishing tackle and supplies, died at his home in Newton Center, after a long illness. He leaves his widow and a daughter.

#### ALBERT H. MORTON

Albert H. Morton, 69, formerly superintendent of the Kitson Machine Shop, Lowell, Mass., which later was absorbed by the Saco-Lowell Shops, died recently. He was a member of the Engineers Club of Boston and other prominent organizations. Two sons, Howard N. and Albert Morton. SILTUIVE

#### LOUIS AMES

Louis Ames, 76, died recently after a week's illness. He had been in the hardware business on Grand River Ave., Detroit, for 40 years. His widow, a son and a daughter survive.

#### **JOEL C. REYNOLDS**

Joel C. Reynolds, 67, for many years identified with the hardware business in Jackson, Mich., died there Dec. 10 from a heart ailment. He learned the tinners' trade as an apprentice in the Leonard Caswell hardware store in Concord, later becoming a partner in the business. Upon Mr. Caswell's death, Mr. Reynolds bought the remaining interest in the store and after several years sold a half interest to his brother-in-law, Delbert E. Warner. Together they operated the business for 17 years. Mr. Reynolds retired from active business some years ago. Upon the death of Mr. Warner, in 1929, the business dissolved as a partnership. A son survives.

#### THOMAS G. TURNEY

Thomas G. Turney, 40, proprietor of a hardware store at Homewood, Ill., passed away recently.

#### W. A. SORRELL

W. A. Sorrell, 84, retired mer-

died recently at his home in Hampton, Tenn. He traveled the Tennessee territory for many years for C. M. McClung & Co., Knoxville, and Belknap Hardware & Mfg. Co., Louisville, Ky. He also had stores at Boone, N. C., and in Johnson and Carter counties. Two sons and two daughters survive.

#### EARL G. HENDERSON

Earl G. Henderson, 60, who for a number of years owned and operated the Rossville Hardware Co., Rossville, Ga., died Jan. 4. after a lingering illness. His widow survives.

#### ARTHUR W. WALKER

Arthur Willis Walker, 74, a partner in the Walker & Pratt Mfg. Co., manufacturer of stoves, 31 Union St., Boston, died Jan. 4, at his residence in Malden, Mass. He was a senior past president of the American Foundry Men's Association and a past president of the New England Stove Association. He was also active in civil, religious and social affairs of his community. He leaves his widow; a son, Richard D. Walker, and a daughter.

#### C. H. RICHARDSON

Charles H. Richardson, 86, inventor of improvement in fish glue machinery and steering gear died recently at his residence in Gloucester, Mass. He leaves two sons and four daughters.

#### OLD ENGLISH WAX CO. BUYS 3-IN-ONE OIL CO.

Effective Jan. 2, the 3-In-One Oil Co., New York City, manufacturer of 3-In-One Oil and 3-In-One Furniture Polish, was purchased outright by The A. S. Boyle Co., 1934 Dana Ave., Cincinnati, Ohio. The A. S. Boyle Co. manufactures a complete line of household specialties including Old English Wax, furniture polish, rug cleaner, upholstery cleaner, transparent and metal cements, Rug-Sta, Samoline, Plastic Wood, etc. latest acquisition gives the Boyle Company three additional wellknown brands in the household specialty field.

#### STATE UNEMPLOYMENT INSURANCE BOOKLET

Industrial Commissioner Elmer F. Andrews has announced that the New York State Department of Labor has begun distribution New Haven, Conn. He traveled chant and traveling salesman, of printed copies of rules, regu-

#### WILLIAM MACGREGOR



William MacGregor, general sales manager of the Carborundum Co., Niagara Falls, N. Y., whose passing, after a prolonged illness, was announced on page 56 of the Jan. 2 issue of HARD-WARE AGE.

#### ALEXANDER S. GLOVER

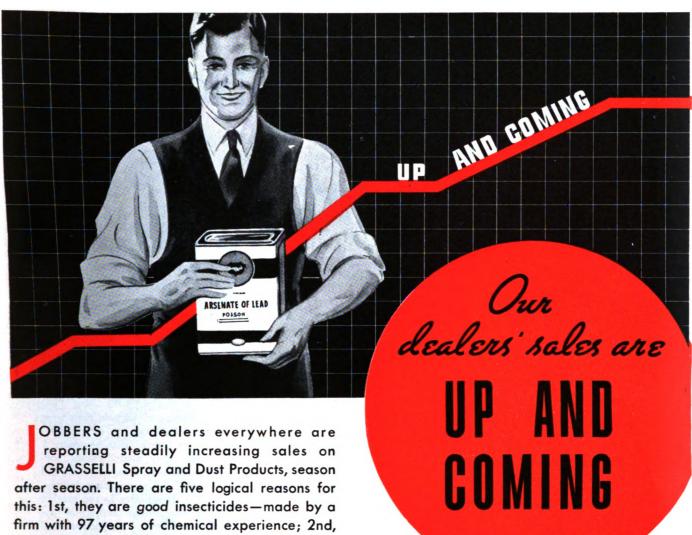
Alexander S. Glover, 78, retired hardware merchant and prominent in industrial affairs of Chattanooga, Tenn., died at his home there, Dec. 27, after an illness of ten days. He was formerly a member of the hardware firm known as Howard, Glover & Ewing. His widow, a son and three daughters survive.

#### WILLIAM CRAIG

William Craig, 66, superintendent and one of the organizers of the W. W. Babcock Mfg. Co., Bath, N. Y., died there Jan. 6 of a heart attack.

lations and forms for employers affected by the State Unemployment Insurance Law. Approximately 30,000 copies will be mailed. The Division of Unemployment Insurance by which the distribution is being made, has attempted to secure the names of all employers in the State, but if any should fail to receive a copy, application for a copy may be made at the division offices, Arcade Bldg., Broadway, Albany, or at 342 Madison Ave., New York City.

The rules, regulations and forms being distributed provide for recording work and pay statistics of three or four million wage earners. The publication is in loose-leaf form, the present issue consisting of 23 pages. Employers are to keep pages in binders, adding pages to be released at future dates as occasion requires.



they are nationally advertised in the leading agricultural publications year after year as well as many local newspapers; 3rd, the line is complete, affording crop protection for fruits, vegetables, flowers, shrubbery, trees, tobacco, cotton, pecans, citrus fruits, etc.; 4th, the need for them is growing—commercial growers and home gardeners are finding pest control an increasing problem; and 5th, they are seeking the answer for it (advice on proper spray materials) from their reliable merchants in whom they have confidence.

If you are a wholesaler or retailer of hardware, seeds or farm implements and do not now stock a line of GRASSELLI SPRAY AND DUST PRODUCTS it will pay you to get our proposition. The Grasselli distributor franchise is a valuable one because the line is complete-nationally advertised-and backed by a chemical reputation of nearly a century.

Look into "The Nationally Advertised Line"—write us

#### THE GRASSELLI CHEMICAL CO., Inc. CLEVELAND, OHIO OFFIND



FOUNDED 1839



#### For Better Insect Control



### GRASSELLI

PRODUCTS

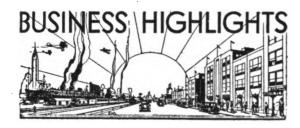
Arsenate of Lead **Bordeaux Mixture** Calcium Arsenate Dry Lime Sulphur Dutox\*

Lime Sulphur Solution Loro\* Manganar\* NuRexform\* Sulphate of Nicotine

Sulforon\* Zinc Sulphate Paradichlorobenzine and many others (\* Trade Mark Reg.)

**JANUARY 16, 1936** 





#### ADVANCES BECOMING EFFECTIVE Axe, Pick, Sledge, Hatchet and Hammer Handles

Bicycle Tires Turpentine
Competitive Grades of Stanley Tools
Some Low Priced Gasoline Blow Torches
Pump Leathers

ADVANCES BEING ANTICIPATED
Nails and Wire Bolts and Nuts
Saddlery Hardware

The Irwin Auger Bit Co., Wilmington, Ohio, announced on Jan. 2nd a complete line of screw drivers. "From the Cheapest to the Best." We are informed that it is the company's intention to put the independent retail hardware dealer in a position to meet competition from chain stores and catalog houses on screw drivers in the same manner as they have done on auger bits.

The current rate of midwinter demand for nails and wire is much better than usual. Apparently jobbers have had no surplus stocks to reduce against inventory, and have had distribution in such volume that incoming shipments during the period have had to be kept up. Demand has been relatively heavy in the agricultural areas where the climate is favorable for outdoor work, as in California, the southwest and parts of the southeast, while of course there has been little demand in the northwest. Mills think it quite possible that some of the extra buying is to replenish stocks against possible advances in prices. Buyers seem to be expecting that prices will be advanced before the middle of the quarter, though the recent price tone has been very weak. Considerable import tonnages have had the effect of postponing the advances contemplated some weeks ago by the mills.

# How's the Hardware Business?

Bolt prices are firmer than at any time during 1935, and sales are benefiting from the confidence buyers feel in the market. Manufacturers make no secret of the fact that the recent advances on bolts and nuts represent only part of the recovery they require, and expect to attain, after a most expensive period of below-cost selling.

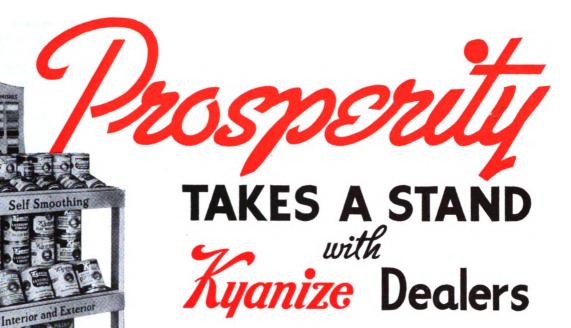
Leading makers of axe, pick, sledge, hatchet and hammer handles have advanced their prices about five per cent. New list prices have been adopted very much higher

than the preceding list price sched-

Makers of bicycle tires have advanced the price on ordinary bicycle tires fifteen cents per pair. A year ago, they made several successive advances, some of which did not "take" fully, resulting in considerable irregularity in the market at that time. The bottom of the market appears to have been reached last June, and the recent mark-up has been the first attempt since then to raise prices.

The latest industry sales re-

Of Novem	ber Wholes	. Age Blackboar ale Hardware Sale As Reported To Federal	word Stocks.
Bank Supplying Information	District Served By Bank	R Lake Increase On Decrease Nov. 35 Compared To Nov. 34	Postock Increase Or Becrease Nov. 35 Compared To Nov. 34.
Boiton	First	Bank Boce Not Compile Boto	Bank Doce Not Compile Date
Thew york	Second	+ 1.0	- 11.2
Philadelphia	Third	+17.0	+ 14:0
Cleveland	Fourth	+ 18.8	Bank Bose Not Compile Bate
Richmond	Fifth	+ .1	+ 8.5
atlanta.	sixth	No Data available.	No Data available.
Chicago	Seventh	+33.1	+12.5
St. Louis	Eighth	+ 8.5	+10.2
Minneapolis	ninth	+17.0	+ 7.0
Kansas City	Jenth	+ 13.2	+ 2.9
Dallas	Eleventh	+ 195	+ 8.5
San Francisco	Jwelfth	+37.6	Bank Dow Not Coupile Date



The KYANIZE Prosperity Assortment starts the dealer off with a beautiful gold display stand containing a small assortment of the best KYANIZE sellers. It has built a real paint and varnish business for many merchants. It brings the dealer every kind of KYANIZE factory cooperation—direct mail advertising—store and group demonstrations—every one of the famous business-building helps.

The KYANIZE Prosperity Assortment gives the dealer all store and window display advertising—all sales helps and the complete personal cooperation of the KYANIZE salesman to increase paint business for his store.

The exclusive agency for KYANIZE Products also goes with the Prosperity Assortment.

We will gladly send our salesman with full particulars on the Prosperity Assortment or send details by mail—as you wish. Mail the coupon today.

BOSTON VARNISH COMPANY

Everett Station, Boston, Massachusetts

	HARTIG
SELF	SMOOTHING SWIFT SELLING
PAINTS	· VARNISHES · ENAMELS

Kyanize

Displays

send for dedier proposition
Boston Varnish Company Everett Station, Boston, Mass.
Send your Kyanize salesman  Mail details on Prosperity Asst.
Name
Address
City State

mart Color Cards

59

port, covering paint, varnish and lacquer products, for November, showed the same fine increase over 1934 as has becomes customary. Statistics sent to the U. S. Department of Commerce by 579 companies, showed dollar sales for November, totaling \$25,606,631 compared with \$19,801,013 in November, 1934. There was a seasonal drop from October, of about 28 per cent. The industry is looking for a large gain during 1936.

Prices of paint department items are very steady, with some advances. Turpentine went up two cents per gallon on December 27th. The previously announced advance, of 15 cents each, went into effect December 30th, on two popular low-priced gasoline blow-torches.

Quotations on flint paper and abrasive cloth continue so extremely low that manufacturers are suffering severely. Competition is very keen, and there seems to be no betterment in early prospect.

\* \*

The price situation on chain is said to be improved. The concessions from "regular" price sheets formerly obtainable seem to have largely disappeared. Price competition on trace chains among jobbers in the southern states has been severe but it is expected that the growing firmness in prices must now spread to distributors.

\* \* \*

Stanley Rule and Level Company have just mailed a new price sheet, which includes only a few changes on the higher priced tools, but makes several important advances in the Defiance or competition grade lines. A hasty preliminary survey shows a ten per cent rise on the cheaper planes, rules, chisels and screw drivers, fifteen per cent on some of the low-priced aluminum levels, and twenty per cent on competition bit braces. No change is reported at this time on hammers.

Shelf hardware lines of the leading makers are now subject to substantially lower list prices, with lessened discounts. A few items show a five per cent advance, but in general there has been little or no change in the net quotations resulting.

Manufacturers of saddlery hardware have withdrawn former quotations. It is said that a new price sheet is in preparation which will advance many items an average of ten per cent.

Prices on pump leathers were sharply increased, in new quotation sheets issued December 24th by Youngstown Steel Products Company, and others. Standard cup leathers, were marked up about 15 per cent, with other items advanced up to 30 per cent. Jobbers state that some makers of pump leathers report an average 42 per cent increase in their raw material, com-

pared with their cost when previous prices were established. Last month's revision is therefore considered moderate and necessary.

The A. S. Boyle Co., Cincinnati, Ohio, through its president, Walter Silbersack, reports sales of all the company's products registered exceptionally good gains in 1935, with sales as a whole reflecting a 32 per cent increase. With general business conditions continuing to improve, Mr. Silbersack an-

#### WHOLESALE HARDWARE COLLECTIONS

CHICAGO—The per cent of change from November last year in wholesale hardware accounts outstanding was plus 15.4 per cent; collections were plus 24.8 and the ratio of accounts outstanding to net sales was 171.8 per cent.

ST. LOUIS — General collections during November reflected the high record of efficiency which has marked the past several months. Representative interests reported on November collections as follows: fair, 42.6 per cent; good, 50.8 per cent; excellent, 2.7 per cent, and poor, 3.9 per cent.

SAN FRANCISCO—The percentage of wholesale hardware collections during November to the total amount due from customers (outstanding) on first of month was 45.4 per cent in November, 1935, and 40.5 per cent in November, 1934.

DALLAS—The ratio of wholesale hardware collections during November to accounts and notes outstanding on Oct. 31, 1935, was 47.6 per cent.

NEW YORK — The per cent of wholesale hardware charge ac-

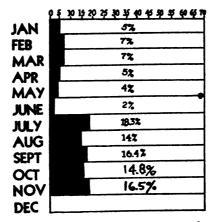
counts outstanding Oct. 31, 1935, collected in November was 47.4 per cent in 1935, and 47.3 per cent in 1934.

RICHMOND—The percentage of Nov. 1, 1935, wholesale hardware receivables collected during the month was 48.2 per cent.

KANSAS CITY—Wholesale hardware outstandings on Nov. 30, 1935, were plus 5 per cent as compared with Nov. 30, 1934, and minus 7.4 per cent as compared to Oct. 31, 1935. The amounts collected in November, 1935, were plus 6.8 per cent as compared to November, 1934, and minus 1.6 per cent as compared to October, 1935.

PHILADELPHIA — The ratio of collections to receivables in November, 1935, was 45, as compared to 47 in October, 1934, and as contrasted with 41 in September, 1935.

CLEVELAND — The Federal Reserve Bank of Cleveland does not collate information on either general wholesale or wholesale hardware collections.



Per Cent of Increase or Decrease in 1935 Wholesale Hardware SALES as Compared With Corresponding Months of 1934. (National Averages.)

•	\$ 10 14 20 24 20 24 40 44 40 44 40 40 40 40 40 40 40 40 40
JAN	*
FEB	*
MAR	1%
APR	1%
MAY	0.62
JUNE	**
JULY	25%
AUG	1%
SEPT	4.2%
OCT	6.7%
NOV	6.5%
DEC	

Per Cent of Increase or Decrease in 1935 Wholesale Hardware STOCKS as Compared With Corresponding Months of 1934. (National Aver-

ages.)
\*Indicates decrease of 0.01 per cent.
\*\*Indicates decrease of 0.7 per cent.

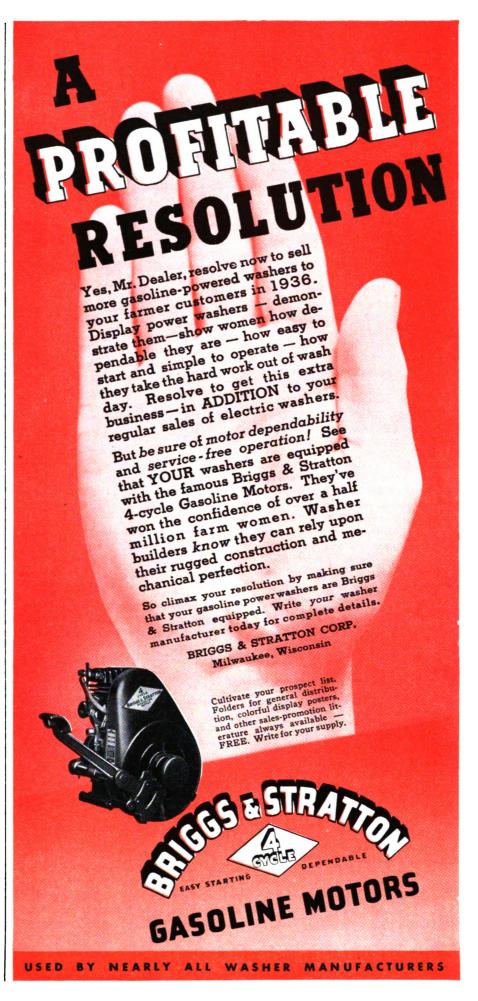
ticipates still further improvement in the current year.

Reports to hardware wholesalers from their field men that shopping activity has been well maintained during and since the holidays. Almost without exception, retailers report their volume of recent sales running ahead of January, 1935. The most successful Christmas selling season for five years has left its impress, in a greater readiness among the dealers to build up their stock supplies, and to invest in new major-volume lines. Hardware merchants, who have been watching the lively movement of refrigerators, radios, washing machines, bicycles, or modern plumbing accessories, from the stocks of department stores, or chain competitors, are naturally easier to persuade that they, too, may share in the volume and profits offered by a freer-spending public.

There has been a great increase lately in inquiries and orders for store remodeling, and for modernization of equipment. Field men who do this work are dated solidly ahead far into the spring. An increasing willingness, on the part of the better stores, to challenge and meet the values offered by competing retail outlets, is rapidly regaining for "the hardware man" the recognition and patronage of old customers who had slipped away, and is building a loyal new clientele as well-particularly among the women.

An outstanding record has been set in the sale of "wheeled goods" during recent months, by several hundred retailers who have. with their jobbers' help, matched or beaten the mail order offerings. A new all-time high sales record has been set by some wholesale hardware firms on bicycles, velocipedes and boys' wagons, through a willingness to order largely, and to price closely enough to meet their most formidable competition. These lines henceforth will be regularly in the stocks of a great many stores, whose first successful experience in selling them was during the recent Christmas season.

Cold waves, extending far into the south, have stirred up a demand for cold-weather items which found many retail stocks lightly prepared, despite early warnings. In general the stocks of the jobbers have held out better



than those of many manufacturers who have had to face complaints of delayed shipments, and of shortage. Only on days of severest storms have retailers found their "storetraffic" much affected. Shoppers nowadays do not shut themselves in during the winter. Roads and streets are rather promptly cleared, and the modern automobile keeps going under conditions almost impossible in earlier days.

There is a rising volume of future ordering, encouraged by the continued upward trend of prices, and by the probability of slower shipments as factory activity expands. Merchants are quick to recognize the several important lines which are still selling below their normal prive levels, and are ordering some of these so freely as to practically force an early advance. Quotations are just commencing to appear for fall-shipment lines, but jobbers have found dealers ready and waiting to place their orders, even before the new season's quotations have been definitely settled.

Many lines of manufacture during 1935 have established new production, sales and profit records that put even 1929 in the shade. Others have come close to that goal. Plant expansion and modernization have made notable strides. Business Week estimates that national income distributed last year reached \$52,-700,000,000, or five per cent greater than in 1934. For the first time since the depression, industry succeeded in balancing income distributed with income produced. The year now indicates that exports were at least five per cent greater than 1934, while imports were close to 22 per cent ahead of last year. In a few industries 1935 capped all previous records. They are: Radios, washing machines, refrigerators, air conditioning, incandescent lamps. electric power, nickel, gasoline. shoes, aviation, rayon, plastics, oil burners. The fact that these industries, not exactly new and yet of recent vintage, stand at the top of the honor roll is a significant indicator of future consumption trends and employment possibilities.

A year-end survey of the National City Bank, of New York, adds that a number of other industries have made their best record since 1929 or 1930, among them the following:

High Since 1929 Machine tool orders
Automobiles (passenger cars and trucks)
Yacuum cleaners
Mail order sales
Patrillum production
Simple of the control of the care of

High Since 1930 Zinc Fertilizer Shipbuilding orders Sulphurte acid Foundry equipment Paint

These are the industries which have come closest to recovering their predepression levels, but the record of substantial improvement is by no means confined to them. It includes copper and lumber, whose consumption increased 39 and 24 per cent, respectively, over 1934; farm implements, with sales estimated 75 per cent higher, and tools of all sorts; electrical equipment and light machinery; plumbing and heating supplies; house furnishings, and sporting goods.

On the average 1935 was a 13 per cent busier year than 1934, according to the Federal Reserve Board's index of the volume of industrial production. From the low point of 1932 the improvement has been nearly 60 per cent, and this recovers approximately one-half of the ground lost since the peak in 1929.

AAA has followed NRA as a major casualty of the New Deal, and the event is too close to this writing to permit more than a guess as to the immediate effect on business. The earliest reactions may undoubtedly be some price declines on commodities, like cotton, where processing taxes are invalidated.

In the cotton goods markets, the immediate effect of the outlawing of the AAA was a general withdrawal of prices on finished goods and suspension of trading. A return to normal trading was not anticipated for at least two weeks. Prices are expected to be lowered. but the textile manufacturers went into immediate conference to study and stabilize whatever action might seem necessary. Status of the government's large cotton holdings was one consideration which at first created considerable confusion.

Concerning steel mill operations, Iron Age reports that the holiday interval, widely utilized in the industry for necessary repairs to equipment, has been followed by a sharp recovery in production. Output last week, estimated by the American Iron and Steel Institute, stood at 49.2 per cent of capacity. compared with 46.7 in the preceding week, a gain of 5.4 per cent. A month ago operations were at the rate of 55.7 per cent, and a year

\* \* \*

ago they were 43.4 per cent of capacity.

Part of the recovery in steel mill operations is based on orders that accumulated during the holiday period. There also has been a carry-over of anticipatory orders for products that advanced in price Jan. 1, such as semi-finished steel, track bolts and spikes and coldfinished bars, on which most mills accepted specifications until the close of December for shipment during January. Pressure for steel on the part of the automobile industry has temporarily relaxed, but other gains are continuing. Tractor plants are now operating at capacity, and farm implement manufacturers start 1936 with schedules calling for a 25 per cent increase over 1935 output. The railroad demand for steel is growing rather notably.

The Automobile Manufacturers' Association have estimated 1935 production at 3,400,000 passenger cars and 750,000 trucks, a gain of 45 per cent over 1934. This great industry last year sold 2 billion 9991/2 million dollars' worth of motor vehicles, accessories, service equipment, and parts and tires for replacement. This was a substantial gain over the \$2,216,477,000 of 1934. A total of 22,450,000 passenger cars and 3,550,000 trucks was registered in the United States in 1935, against 1934 totals of 21,-430,000 and 3,410,000. Last year the United States had 71 per cent of the world's automobiles. In 1934, this country had 72 per cent and in 1933 it had 74 per cent. The average factory price of passenger cars sold in 1935 was \$705, an increase of \$40 over the average in 1934. This, according to leaders in the industry, represented increased purchasing power in America. People are buying better automobiles.

The Goodyear Tire and Rubber Company, through their president, announced the company's policies for 1936 on Jan. 3, as fol-

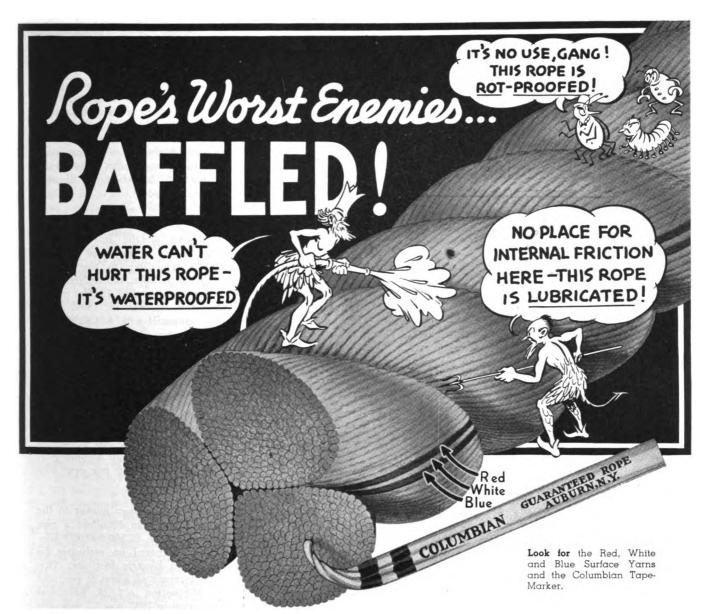
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"Positive stability of price to all classes of customers will be insisted upon.

"All operations must be at a profit; prices will not be sacrificed to increase production vol-

"Unlimited guarantee of tires against all road hazards will be eliminated at the earliest possible date.

"The number of companyowned super-service stations will not be increased.'



THE exclusive method we use in treating each individual fibre in Columbian Rope accounts for this victory. WATER, INTERNAL FRICTION and DECAY—ropes worst enemies—don't bother Columbian. It is protected by our Waterproofing and Lubricating processes which seal the rope fibre against decay and give our rope

greater flexibility. Expert seamen like Columbian because it is so easy to handle and to coil even when wet.

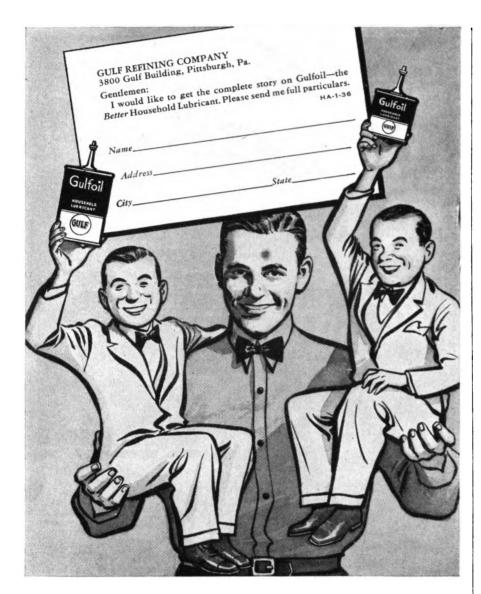
We know it is good rope. That is why we take full responsibility by guaranteeing every foot of it. The Red, White and Blue Tape-Marker in one of the strands positively identifies Columbian Rope.

#### COLUMBIAN ROPE COMPANY

352-80 Genesee St.

AUBURN, "The Cordage City," N. Y.

# COLUMBIAN TAPE MARKED ROPE



# Watch These MIGHTY MIDGETS

We've got two little fellahs you'd better have on hand.

Name: GULFOIL. Weight stripped: 2-ounces and 4-ounces. Virtue: a better lubricant for general house-hold use—made by one of America's largest refiners.

And that's only half the story . . .

Beginning January 25, Gulfoil will be flashed before the eyes of 2,400,000 readers of Collier's every other week. Don't disappoint them when they ask for Gulfoil. Have a supply ready on your shelf.

Get the facts on Gulfoil and its attractive profit story by mailing the coupon at the top—right this minute.

## GULFOIL THE BETTER HOUSEHOLD LUBRICANT

The oil industry, according to expert observers, made gains during 1935 which have brought the best condition since 1930. The following points are cited in support of this judgment: Overproduction fears have been allayed; domestic consumption of gasoline reached a new peak; refinery prices are substantially higher than a year ago, and stocks have been reduced to 300,000,000,000 barrels—the lowest level in nine years.

Construction awards in the 37 states east of the Rockies from Dec. 1 to Dec. 15 amounted to \$138,-383,400, according to the F. W. Dodge Corporation, the highest total for any comparable 15-day period since the summer of 1931. This total compared with \$43,635,200 in the first two weeks of December, 1934. Residential awards amounted to \$25,040,400 for the two weeks, or about 70 per cent ahead of the \$14,550,500 for the entire month of December, 1934. Total residential awards for the year 1935 were estimated at \$475,000,000, a gain of 90 per cent over 1934. All classes of construction last year amounted to \$1,800,000,000, or 16 per cent over 1934.

Electric power output in the United States for 1935 set a new high record of 92,500,000,000 kilowatt-hours, based on estimates by the Edison Electric Institute. This is an increase of about 9 per cent over the output in 1934. Electrical production in 1935 was 2.7 per cent above the previous high record of 1929. For the week ended Dec. 28, due to the usual holiday recession, electric output declined 7.7 per cent from its all-time peak of a week earlier. The gain over 1934, however, was 11.9 per cent.

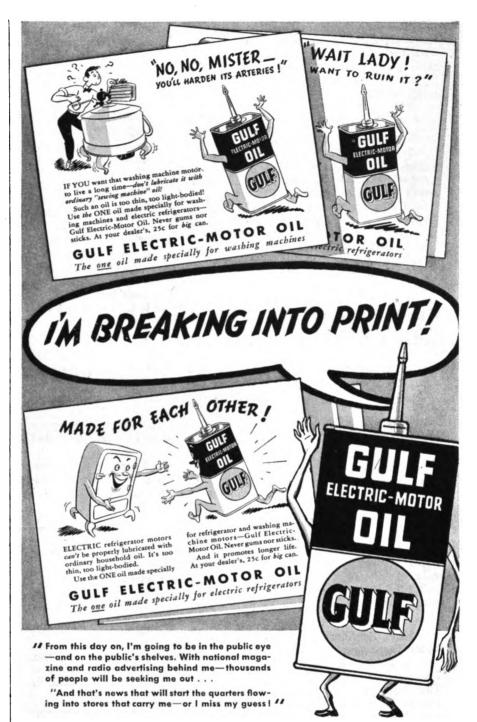
Freight traffic in the Dec. 28 week maintained a five year seasonal peak, and final figures for 1935 show that car loadings for the year were the highest since 1931. Total loadings for the latest week were 466,679 cars, a decrease of 132,855 cars from the preceding figure, due largely to the Christmas holiday, but 41,275 cars above a year ago. For the entire year, there was an increase of 2.2 per cent over 1934, and 7.9 per cent above 1933. The year was still 15.2 per cent under the 1931 total. Skies were brighter for the railroads as 1935 closed. In passenger as well as freight departments, the long downward traffic trend was checked. As

the year came to an end many carriers reported the largest revenues since 1929.

The agriculture department estimated that the gross income of our farmers increased in 1935 to \$8,110,000,000—a gain of 844 million dollars, or 12 per cent, although crops showed "about average yield on a rather light acreage." The department estimated income this year from 79 crops at \$3,400,000,000 (in 1934, \$3,043 millions); income from live stock and live stock products at \$4,230,000,000 (in 1934, \$3,629 millions); and benefit payments at \$480,000,000 (in 1934, \$594 millions). There was a saving last year in payments made in the cornhog program.

Prices received for this season's crops, the department said, were about 13 per cent below those of last year, when crops were reduced heavily by the drougth. The higher income in 1935 therefore is said to have resulted from heavier production. Corn continued as the nation's most valuable crop, with 1935 production estimated at 2,202,-852.000 bushels, valued at \$1,271,-489,000, compared with production of 1,377,126,000 bushels valued at \$1.124,321,000 in 1934. Wheat production for 1935 was placed at 603,-199,000 bushels, valued at \$505,394,-000. against 496,929.000 bushels, valued at \$420,808,000 the previous vear. A slight decline was noted in the value of the 1935 cotton crop, which was estimated at 10,734,000 bales, valued at \$593,677,000, compared with 9,636,000 bales, worth \$595,602,000, for 1934. A sharp reduction was noted in potato production, accompanied by an increase in value of the crop. 1934 output was 761.000, compared with a 1935 crop of 356,406,000 bushels, valued at \$208,713,000.

The electrical appliance and equipment industry in 1935 experienced its best year since 1931, with an improvement of perhaps 25 per cent or more over the showing of 1934. Sales of electric refrigerators, washing machines, ironers and other items for household use have been running at new high records. Department of Commerce statistics show new orders booked during the third quarter of 1935 by seventyeight manufacturers of electrical goods totaled \$141,691,889, as compared with \$134,924,964 in the preceding three months and \$100,334,-



GULF Electric-Motor Oil is a special new product—made specially for use in electric refrigerators and washing machines. It's one of those rare items—a "specialty" product with a market as wide as the Atlantic!

There are 15,459,600 washing machines and electric refrigerators in the U. S. and Gulf Electric-Motor Oil is the *one* oil made that will

meet this special need. Why? Because it's neither too light nor too heavy—but exactly right for this particular job!

Gulf Electric-Motor Oil is a fine Alchlor-processed oil that comes in generous half-pint cans with handy spout and sells for only 25c.

Get the low down on the plusprofits story of Gulf Electric-Motor Oil by mailing this coupon—today.

GULF REFINING COMPANY, 3800 Gulf Building, Pittsburgh, Pa. Gentlemen: I would like to know more about Gulf Electric-Motor Oil. Please send me full p	HA-1-86
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Address	
CityState	<del></del>

150 in the third quarter of 1934. The figures for the third quarter of 1935 were the highest for any comparable period since 1930 and the highest for any quarter since the middle of 1931.

Manufacturers of electrical appliances believe that the market for their products has been barely tapped. At the close of 1934 there were 20,693,751 homes and farms served by electric utilities of the United States, a new all-time high. During that year, 480,000 customers were added. As a result, domestic sales in 1934 reached a new high of 12,797,635,000 kilowatt hours, an increase of 7 per cent over 1933. At the same time, the average price of electricity for domestic use dropped to a new low of 5.3 cents a kilowatt hour. That only a small percentage of these customers use electrical appliances is indicated by the fact that between 60 and 70 per cent are paying less than \$2 a month, or not quite 7 cents a day, for the electricity they use. Such a consumption indicates a usage of power almost entirely for lighting purposes.

Canning crops of garden truck, with only one minor exception, were considerably larger in 1935 than in 1934, according to a recent government crop report. One of the largest increases took place in the production of sweet corn for canning, total production being estimated by the Department of Agriculture at 854,600 tons, compared with 498,000 tons in 1934.

\* \* \*

The Chief Causes of This and Other Depressions is the title of an informative fifty-one page booklet by Leonard P. Ayres, vice-president of The Cleveland Trust Co. The conclusion reached in the booklet is that changes in the volume of purchases of durable goods by business enterprises is the controlling factor accounting for most of the depth of the depression.

In the final paragraph of the summary of his book, Mr. Ayres says: "Stability of business activity depends on the stability of the fundamental conditions under which business operates. This cannot be created by simple legislative formula. It involves persistent adherence to at least seven national policies—peace, sound money, balanced budgets, sound banking, the restriction of credit to loans justified by earning power, the restriction of speculation, governmental regulation of business to prevent

abuses, dishonest competition, and exploitation, but not to control wage and price competition or to favor special groups."

The outlook for the current year was recently commented upon by Gerard Swope, president, General Electric Co., who said in part: "The volume of electrical manufacturing business in 1935 was approximately 30 per cent greater than in 1934, which was about the same increase as was shown for 1934 over 1933. Consumption of electricity in the United States was the greatest in the history of the country, being about 7 per cent more than in 1934 and 3 per cent more than in 1929. the previous peak year. For the year 1936 we look forward to a continued improvement in business.

Revived rural buying has contributed 40 per cent to the business recovery now under way, according to the U. S. Department of Agriculture. From 1929 to the first quarter of 1933, farm cash income dropped 61 per cent and rural retail sales fell 57 per cent, and from the bottom of the depression to the present time, farm cash income has advanced 86 per cent and rural retail

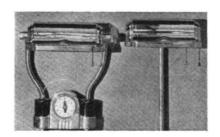
sales, 93 per cent. The statement is based on the income figures of the Department of Agriculture and the rural trade indexes of the Department of Commerce.

December collections in the 93 cities reporting to the National Association of Credit Men maintained levels that were generally very close to those existent in November. A report released by the association on Jan. 11 states that "wholesale collections and sales conditions revealed definite resistence to possible seasonal declines in December." Forty-nine cities reported "good" collections and 47 noted "good" sales. Only nine were found in the "slow" collections column and three in the "slow" sales column.

The copper and brass industry believes that the volume of business in the building field during 1936 will more than double that of 1935, with the result that some 200,000,000 pounds of copper will be consumed. This estimate was recently made by Bertram B. Caddle, secretary of the Copper and Brass Research Association, New York City.

#### Kitchen Range Lighting Fixtures

In line with the campaign for better lighting in the home is the kitchen range lighting fixtures of the Greist Mfg. Co., New Haven, Conn. It is stated that when adjusted above the range, the fixture supplies a clear, shaded light, without glare, which falls on top of stove, preventing shadows. Practically



all new ranges now being made by large manufacturers include as standard or optional equipment a lighting device of this type, as well as other attractive and useful accessories such as the timer, condiment set and automatic clock. Timing device shown on the two-bracket fixture is made by the Lux Clock Mfg. Co., Waterbury, Conn., and the Beetleware condiment may be purchased from the Richardson Co., Melrose Park, Ill.

#### Red Devil Handy Pack Sandpaper

Red Devil Handy Pack sandpaper and emery paper is useful to housekeepers, handy men, glass men, me-



chanics and others desiring sandpaper in small quantites. It is said to scour rust and grease from stove tops, pots and pans, clean and smooth floors, trim furniture for painting or varnishing, remove rust from tire rims of automobiles, etc. No. 24 listing at 10 cents contains 20 sheets; No. 23 listing at 5 cents contains 8 sheets. Handy Pack fits Red Devil No. 9 holder. Circular available. Landon P. Smith, Inc., Irvington, N. J.

# KEYS TO Sigger MARKETS

Style changes. The modern kitch-Style changes. The modern kitchen is a room of hidden magic, where everything is concealed. And Florence opens the door to the modern kitchen with beautiful new oil ranges in Table Top and Console . . . New models that also open a vast replacement market among your old customers. Florence, a leader for 64 years, turns a new page in Oil Stove

History.



## FRONT PAGE NEWS in



First, the new Florence Table Top Oil Range in two fully porcelained models, white or ivory. Second, the new Florence Console Oil Ranges with open or closed front; porcelain finish in white, buff and ivory, or green and ivory.

Here's a line that will unlock new markets for you in 1936. Both models shown are fully enclosed, with all mechanism and tanks concealed. They fit into the modern kitchen, attract new customers. They give you the new and different models with which to approach your old customers.

For 1936 we offer: bigger line, greater value; a Budget Plan that dealers like; more national advertising, window trims, consumer literature. You'll have more sales—more profit!

#### FLORENCE STOVE COMPANY

General Offices and Plant, Gardner, Mass.; Western Offices and Plant, Kankakee, Ill.; Sales Offices: Merchandise Mart, Chicago; New York, Boston, Atlanta, Dallas, Detroit and San Francisco.

OIL RANGES . GAS RANGES . HEATERS

# The American System of Enterprise

What it is and Why it will go on . .

By MORGAN FARRELL

Director, The Chilton Bureau of Economic Research.

ALF - DROWNED by the flood of confused thinking, irresponsible utterance and mischievous activity, now overwhelming the world, even the patient and intelligent American Citizen has been driven of late to question the soundness of the institutions which have made his country great.

"Can these people be right?" he asks. "Is our splendid day of Empire-building over? Is it true that our system of enterprise could only work when we had a continent to develop? Must we now settle down to a bread-ticket existence—a life of standing in line, of hopeless self-denial?"

"Are these talkers right," he questions, "when they point abroad at the state of the world and tell us: 'You see what happened over there? Dictatorships in Spain, Germany, Italy, Russia, China, Greece? They had to come to it, because Nations, from now on must be organized like armies,

each commanded by a single head. Mankind must be handled in masses. The days of free-and-easy living are gone by—here as well as elsewhere. We must all come to the same military formation of trade regiments, industrial divisions, economic armies and march—march from the cradle to the grave. For your capitalistic system is dead."

That is what we hear on the street corners, in the college classrooms, in the very halls of the Government founded upon this American System of Enterprise. From the Millions of Marxists, Leninites, Hitlerites and the rest rolls a thunder of assurance that Capitalism has been slain and that Communism, the rule of the people, reigns in its stead. But even that is not enough. The whole world must be won over to the Third Internationale, or to Fascism, or to National Socialism, or what notpreferably by force.

Well, John Citizen could stand that without much emotion—he did not think a great deal of that crew. anyway-but, when the same doctrines now come to him through the voices of the leaders of his own people, he begins to take thought. 'The old order changeth, yielding place to the new." Perhaps, without knowing it, we are already in the new order, an order of socialization of everything, principally Wealth and Property. If that is the case, he thinks, we may as well turn the direction of American affairs over to those who believe in this socialization—or whatever else they may call it.

Now, psychologists tell us that continuous dwelling in an atmosphere of muddled thinking, eventually dulls the reasoning faculties to such an extent that they are unable to recognize even the most elementary truths. This principle would account for the readiness with which the typical citizen accepts that pointing across the seas of the "look-what-happened-to-Europe" school.

Yet it is pitifully obvious that European Nations have surrendered to Dictators, not because they reasoned that the time had come to organize themselves into regiments to perform all the tasks of life, but because they were in a state of Revolution and utterly unable to reason about anything. Revolutions have almost always produced Dictators. Almost. The American Revolution did not. The American mind does not work that way. It is too independent. It has a broad tolerance for the experiments of its duly elected representatives but once convinced of their ineptness, it rejects them and all their works, promptly and completely.

The United States came into being through this tolerant independence of thought. Through its driving power this Nation has taken first place among the Powers of the Earth, and through its re-invigoration our people will continue to progress to higher standards of living than any yet established.

Let us see what we can find in the System by which this Nation has grown great to warrant our faith in its power to perpetuate itself. Some call it The Capitalistic System, but that does not describe it correctly, as we shall see. A more accurate

# 5 FAMOUS Prands



There are three outstanding brands which have been consistently improved instead of cheapened. All have a strong cotton cord carcass and are known by names instantly recognized by merchants wherever garden hose is sold.

#### BULL DOG CORD—2-braid

The leading brand of high quality garden hose on the market. A strictly quality hose from tube to cover. Attractive wide corrugations and distinctive chocolate brown color. The hose to sell to discriminating home owners, estates, parks, contractors, country clubs, or wherever a thoroughly superior hose is desired.

#### VIGILANT—2-braid

Our largest selling brand of 2-braid garden hose. High enough in quality to be considered a strictly high grade hose, yet low enough in price to command a large volume sale and heavy repeat business.

#### VIXEN-1-braid

Here is a low-priced hose of real value. Built to supply the demand for a popular priced hose of good quality that will give satisfactory service.

In addition there is a new hose—TIGER—recently developed and placed on the market for the first time this season. The price range of these four brands is sufficient to cover all demands on the retailer. With this concentrated line of only four qualities, the merchant is able to maintain a cleaner stock with the smallest possible investment and to avoid the annoyance of odd lots to be sold at a sacrifice when the season is over.

## Don't overlook THIS ONE!

Here is an outstanding value designed for the consumer who prefers to make a small initial investment but desires a higher grade hose than "All-Rubber" or garden hose made on a price basis only. TIGER is built with a cotton cord carcass, lighter, naturally, than the higher priced brands, but producing a strong, serviceable hose which makes an exceptional value at the price. Use this hose to meet all low-priced competition and sell it on the basis of its inherent value.

BOSTON WOVEN HOSE & RUBBER CO.



designation is "The American System of Enterprise."

A definition of this System in terms of economics would be a bit too technical for present purposes. The essential motivation of the system, however, can be stated very briefly in single words: individualism, initiative, industry, independence. It is not without significance that they all begin with "I." Throughout our entire history the vigor, enterprise and resourcefulness of the ego have furnished the driving power toward a rapid but healthy national growth.

Thus the discoverers, who set out upon the stormy Atlantic in their frail barks bound for a wilderness of unknown terrors, were individualists of the first order. So were John Endicott, Roger Williams, Peter Minuit, Sir George Carteret, Lord Baltimore, Captain John Smith and George Oglethorpe, when they founded the string of tiny settlements, which grew up into the thirteen states. So were the people of the prairie-schooner caravans, winding their way into the West and of the raft-borne cabins, drifting down the Ohio and the Mississippi.

They were individualists by selective breeding. They had to be or they would never have left their European homes and security, to face the task of cutting a meager living out of the plains and the forests of America. They had no one to depend upon but themselves. Their own acts and decisions alone determined whether they and their families would survive or perish in the long conflict with man and nature.

Perhaps never in modern history was there such a distinguished gathering of individualists as those fifty-six men who filed up to the rostrum in Carpenters' Hall on that July day in 1776, one by one, to put his head into a noose and his name upon the Declaration of Independence. And what is to be said of the rugged individualists who marched and countermarched in the heat and the snows of seven long years, to gain for themselves and hold for us the right to originate and carry on our private business without interference from Government?

Such is the ancestry of the American system of enterprise, which began to take form immediately after the Revolution and reached full growth with the coming of steam, a quarter-century later. The steam engine released more pent-up individualism for activity in all directions than any other physical

factor in the development of our system.

It started the inventors on their way to revolutionize completely the manner of living of the nation. These individualists mounted their steam engines on wheels or set them up in boats, thereby inaugurating a new era in transportation. They connected up their engines to the unwieldy flour mills and crude spinning frames of the time, thereby setting in motion the machine age with its chain of industries extending back into the depths of the earth.

#### **Inventors Not Alone**

Nor were the inventors alone in their individualism. The railroaders. shipmasters, city-builders, machinemakers, manufacturers quickly saw the opportunity to adapt the new inventions to enterprises of their own-enterprises on an unprecedented scale of magnitude and cost which called for more money than inventors and promoters could scrape together between them. And here capital enters upon the scene in the shape of the bankers, who furnished the funds, usually their own, to launch the "Clermont," finance the Camden and Amboy Railroad, or construct the cotton mills of Fall River. The system, from the beginning, was a necessary welding of commercial, inventive and financial enterprise, and so it has remained to this day. None of the three could go it alone and any two would have made slow progress without the third. Together they have placed the United States in the forefront of the nations of the world in industry, wealth and power. They have given to the people the highest standards of living and of independence of action in all history.

Now we are told that all this progress toward better living for all, together with the system, which brought it about, must be abandoned at once. The American system of enterprise, as we have known it, has outlived its usefulness, they say, and must be relegated to the dustheap. It is not exactly clear what is to be substituted for it, by the incurably hopeful experimenters. They would, without further thought, cast aside a social, political and economic organization perfected by one hundred and fifty years of transcendent national genius.

Intelligent Americans have listened and looked on in wonderment as the false prophets who always spring up in the hours of great confusion and distress and swayed mil-

lions by their unproven libels upon our established economic institutions. When their hold upon the credulous and unhappy masses could not be maintained by sheer abuse of the system they came forward with their schemes for dividing the wealth of the nation, for unearned old-age incomes, for regulating the banks out of existence.

The Longs, the Townsends, and the Coughlins have had their innings, but we still have with us a far more powerful party dedicated to the negation of the individualism, which is America—more powerful because it is in possession of the official means to enforce its doctrines—nothing less than the executive and legislative sections of the Government itself.

We do not propose, here, to take part in a political controversy. It is not necessary. We have set out to show what the American system of enterprise is and why it will continue with renewed strength despite the aberrations of political leaders and the setbacks of a world depression.

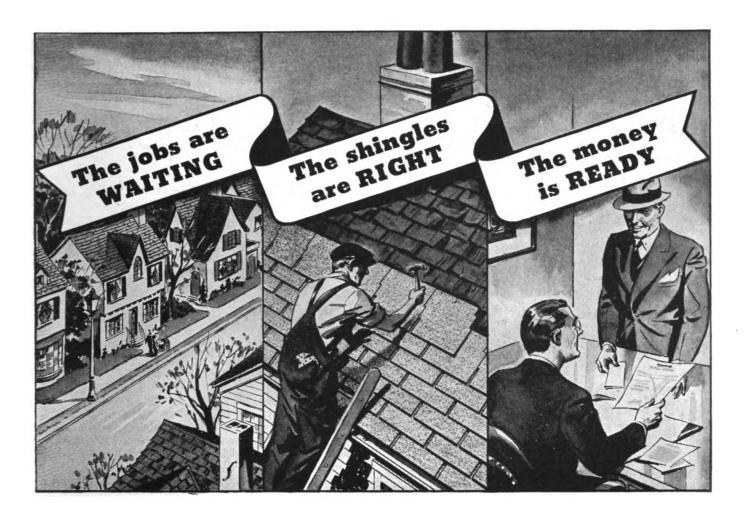
We have seen that the essential elements of this system of ours are individualism, initiative, industry and independence. Because that is so, it follows that the system itself cannot die until those four are destroyed. And that will not happen because the individualist does not want it to happen and will resist it with all his might.

Individualism and initiative are the marks of all true Americans today, as always. Not one of them would voluntarily submit to regimentation. Why, they would not even submit to the necessary discipline of the Army and Navy during the war, even though it was then a matter of life and death. Never was such an undisciplined Army as ours and never one with more dash and initiative. It is just the same now, with the body of our people.

The only classes who really want regimentation, here, are the hereditary goose-steppers, transplanted from Europe and the hordes of unfortunates whose spirits are too damaged by the economic catastrophe to care what is done to them provided they can have food and shelter. Even they would hardly submit if they had their jobs once more.

A thoughtful consideration of what the theorists who believe in domination by the State have thus far done and left undone leads straight to the conviction that they, at least, can never undo our tradi-

(Continued on page 106)



# ARE YOU READY? Barrett will help you cash in on a big reroofing market



In every community scores of houses are waiting for new roofs. Not for years has the need for reroofing been so great!

Barrett will help you cash in on the demand. Barrett offers a complete line of time-tested and time-proved Barrett Asphalt Shingles, in styles, colors and weights to suit every taste and every pocketbook. The liberal Barrett Monthly Payment Plan makes it easy for customers to buy—and the dealer gets paid in full IN CASH when the job is finished.

It's a golden opportunity to make money selling Barrett Asphalt Shingles. Are you ready for it!

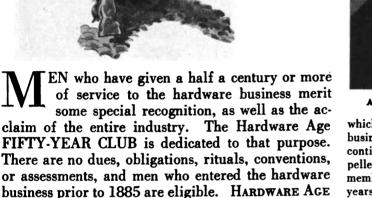
THE TECHNICAL SERVICE BUREAU of the Barrett Company invites your consultation with its technically trained staff, without cost or obligation. Address The Technical Service Bureau, The Barrett Company, 40 Rector Street, New York.

THE BARRETT COMPANY, 40 RECTOR STREET, NEW YORK, N. Y.

2800 So. Sacramento Avenue, Chicago, Illinois • Birmingham, Alabama



## HARDWARE AGE FIFTY-YEAR CLUB





additional members:

A. L. SHERK

A. L. SHERK, of A. L. Sherk & Son, retail hardware, Chambersburg, Pa., is probably one of the best known retail hardware merchants in the Keystone State, especially among traveling salesmen. He grew up in the business, having started in 1872 with his uncle, R. E. Tolbert, who was then operating in Chambersburg, under the firm name of R. E. Tolbert & Son. In 1890, the firm name was changed to Sherk & Solenberger, which continued until 1898, when Mr. Sherk purchased complete control. In 1916, the firm's present name

was adopted. The business has always occupied the same location, although the interior and exterior have been remodeled several times. Mr. Sherk, at 73, is a very active member of the firm. He has been a director in the Mechanics' Building and Loan Association for 42 years, and a director of The Valley National Bank for more than 20 years. Both are progressive institutions of his home city. Most of his spare time from business is spent at his mountain home located about 15 miles from Chambersburg, in the Roxbury Mountains. He enjoys nature, and derives much pleasure in trees, planting new ones and beautifying the old ones. Several hundred of his trees are marked with aluminum tags bearing the names of his many friends.

salutes these half-century veterans and will welcome



ABRAHAM GARIS

ABRAHAM GARIS, of 109 St. Elmo St., Lansdale, Pa., has a record of service as a retail hardware salesman that probably has few equals. Mr. Garis sold hardware at retail for a total 64 years. He began working at his first hardware job at the age of 18 in 1871, and worked for his first employer for 13 years. Following this, he entered the employ of J. S. Geller, then a hardware merchant in Lansdale, and for the next 50 years he worked in the same establishment. When Mr. Geller passed away in 1915, Mr. Garis continued in the store,

which was operated by Mr. Geller's estate. In 1925 the business was purchased by J. M. C. Speirs, and Mr. Garis continued to work for the new owner until ill health compelled him to retire about a year ago. He has been a member of St. John's Reformed Congregation for about 48 years, and is also a member of the J. J. Rothrock Men's Bible Class of the St. John's Church School. He served as treasurer of the Church School from 1902 to 1934, and was then elected treasurer emeritus. Although Mr. Garis is now retired at the age of 83 he maintains an active interest in the hardware business.

CHAS. L. SCHLATER. qualified for the HARDWARE AGE 50 Year Club with 10 more years of service in the hardware business to his credit than are required for membership. His hardware career began in 1875, with John G. Brenner & Son Co., Philadelphia, Pa., where he remained for two years. In 1877, he became a salesman for the Russell & Erwin Mfg. Co., and when that company removed its stock from Philadelphia, he obtained a position as a salesman for the New Jersey Wire Cloth Co., a subsidiary of the John A. Roebling's Sons Co., Philadel-



CHAS. L. SCHLATER

phia, and Trenton, N. J. In April, 1935, Mr. Schlater, who is 76, was retired from this latter position on account of age. Since then, he has made his headquarters at his home 6416 N. Sixteenth St., Philadelphia, and has continued to call on the hardware trade, selling a limited number of specialties. When he started in the hardware business, 60 years ago, in Philadelphia, he says, hardware jobbers were almost three times as numerous as they are today. He has two hobbies, one is atending to business, and the other is going fishing whenever he gets a chance.



"INGO-BIKING" a thrilling new sport

BRINGS YOU UNUSUAL PROFIT OPPORTUNITIES

Investigate at once!

## It's Here! The Gearless, Chainless "Bike"

Sensational!

#### Nearest thing to perpetual motion Read these Press Comments—

Chicago Sunday Tribune . . . "Miami bathing girls go in for chainless, gearless bikes."

Wisconsin News (Milwaukee) . . . "Inventors rade from Chicago to Milwaukee in 9 hours."

Miami Herald . . . "Fast becoming a popular fad in Miami."

Popular Science Monthly . . . "Rider propels the strange vehicle by raising and lowering his body."

Chicago Herald & Examiner . . .
"Magic! The next best thing to perpetual motion."

Cleveland Plain Dealer . . . "Has gained the fancy of vacationists at Miami."

Here is that "something new" the sporting goods trade has long wanted. INGO-BIKE... the simplest self-propelled vehicle that has ever been invented.

Although it has no pedals, sprockets or chain, this amazing new wheel maintains a speed up to 20 miles per hour with scarcely any noticeable effort on the part of the rider. The silence of its gliding motion as it speeds safely in and out of heavy traffic, the thrill of the healthful, graceful movement, which we call "body rhythm," the absence of parts to entangle clothing, the fact that two can ride one INGO-BIKE, and that one size and one model fits both sexes and all ages . . . these combine to make INGO-BIKE a natural seller.

Investigate INGO-BIKE now. Get the benefit of its sensational demonstrating-advertising value for your store. Crowds gather wherever it is shown. Remember, the big profits from selling INGO-BIKES will go to those who "get in early." Write for dealer proposition . . . today. Address

#### INGERSOLL STEEL & DISC CO.

**Division of Borg-Warner Corporation** 

2805 STRAUS BLDG. - CHICAGO, ILLINOIS



RETAIL PRICE \$24.75, F. O. B. FACTORY, CHICAGO . . . LIBERAL DISCOUNTS TO DEALERS

#### CONVENTION CALENDAR

American Hardware & Supply Company's Twenty-fifth Annual Dealer Meeting and Exhibit, Pittsburgh, Pa., Jan. 27 and 28, 1936. Business sessions and exhibition: The company's headquarters, 41-43 Terminal Way. Wm. M. Stout, general manager.

American Sporting Goods Association Annual Convention and Exhibition, Hotel Sherman, Chicago, Jan. 27 to Feb. 1 inclusive, 1936. John Hatton, managing director, care Hotel Sherman, Chicago.

First International Housewares Show, Chicago, January, 1936. Sponsored by and held in the Merchandise Mart, concurrently with the Furniture, Lamp, Floor Covering, Curtain—Drapery, and Glassware, China and Pottery Markets.

Hall Hardware Company's Thirty-third Annual Stockholders' Meeting, Convention, and Exhibit, Minneapolis, Minn., Feb. 18 to 20 inclusive, 1936. Business sessions and exhibition: The company's building, 6th to 7th Ave. No. on Third St. G. E. Hall, president and manager.

Idaho Retail Hardware and Implement Dealers Association Annual Convention, Pocatello, Idaho, Jan. 23 and 24, 1936. Tentative head-quarters: Bannock Hotel. E. Bell, acting secretary, Box 1254, Boise, Idaho.

Illinois Retail Hardware Association 39th Annual Convention and Exhibit, Peoria, Ill., Feb. 4 to 6 inclusive, 1936. Exhibit: State Armory. Headquarters: Pere Marquette Hotel. C. G. Gilbert, secretary, 1155 Merchandise Mart, Chicago, Ill.

Indiana Retail Hardware Association Annual Convention and Exposition, Indianapolis, Ind., Jan. 28 to 31, inclusive, 1936. Sessions and Exposition; Murat Temple. Headquarters: Lincoln Hotel. G. F. Sheely, managing director, 130 E. Washington Bldg., Indianapolis.

Iowa Retail Hardware Association 38th Annual Convention and Exhibition, Des Moines, Iowa, Feb. 11 to 14 inclusive, 1936. Headquarters and business sessions: Hotel Savery. Exhibit: Coliseum. Philip R. Jacobson, secretary, Mason City, Iowa.

Kentucky Hardware and Implement Association Annual Conven-

tion and Exhibition, Louisville, Ky., Jan. 21 to 23 inclusive, 1936. Head-quarters, business session and exhibit: Seelbach Hotel. J. M. Stone, Room 9, Seelbach Hotel, Louisville.

Michigan Retail Hardware Association Annual Convention and Exhibition, Detroit, Mich., Feb. 11 to 15 inclusive, 1936. Headquarters: Statler Hotel. Business sessions and exhibit: Masonic Temple. Harold W. Bervig, secretary, 1112 Olds Tower Bldg., Lansing, Mich.

Minnesota Retail Hardware Association 40th Annual Convention and Exhibition, Minneapolis, Minn., Jan. 21 to 24, inclusive, 1936. Sessions and exhibit: Municipal Auditorium. C. J. Christopher, managertreasurer, Nicollet and 24th Sts., Minneapolis, Minn.

Missouri Retail Hardware Association 38th Annual Convention and Exhibition, St. Louis, Mo., Feb. 18 to 20 inclusive, 1936. Headquarters, exhibition, and sessions, New Jefferson Hotel. F. X. Becherer, secretary, 2861 Gravois Ave., St. Louis.

Montana Implement and Hardware Association Annual Convention, Butte, Mont., Feb. 13 to 15 inclusive, 1936. Headquarters and sessions: Finlan Hotel. R. M. O'Hearn, secretary, Bozeman, Mont.

Mountain States Hardware and Implement Association 34th Annual Convention, Denver, Colo., Jan. 20 to 22 inclusive, 1936. Headquarters and sessions: Cosmopolitan Hotel. John T. Bartlett, secretary, 2005 Mapleton Ave., Boulder, Colo.

National House Furnishing Exhibit, 9th Annual, Chicago, Jan. 5 to 11 inclusive, 1936. Headquarters and exhibition: Stevens Hotel. Under auspices of National House Furnishing Manufacturers Assn., Inc., 228 N. La Salle St., Chicago, Ill.

National Sporting Goods Distributors Association 6th Annual Convention, Cleveland, Ohio, Jan. 19 and 20, 1936. R. L. Kroesen, president, 1909 E. 13th St., Cleveland, Ohio.

Nebraska Retail Hardware Association 35th Annual Convention. Lincoln, Neb., Feb. 4 to 6 inclusive, 1936. Headquarters and sessions: Cornhusker Hotel. George H. Dietz, secretary, 414 Little Bldg., Lincoln. Neb.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

New York State Retail Hardware Association 34th Annual Convention and Exposition. Headquarters and business sessions at Hotel Syracuse, and Exposition at State Armory, Syracuse, N. Y., Feb. 11 to 14 inclusive, 1936. John B. Foley, secretary, 510 Hills Bldg., Syracuse, N. Y.

North Coast Hardware and Implement Association Annual Convention, Seattle, Wash., Jan. 31 and Feb. 1, 1936. Headquarters and sessions: Olympic Hotel. Ray Cavanaugh, secretary, 1148 Pacific Ave., Tacoma, Wash.

North Dakota Retail Hardware Association Annual Convention and Exhibit, War Memorial Bldg., Devils Lake, N. D., Feb. 4 to 6 inclusive, 1936. Louise J. Thompson, secretary, 21 Clifford Bldg., Grand Forks, N. D.

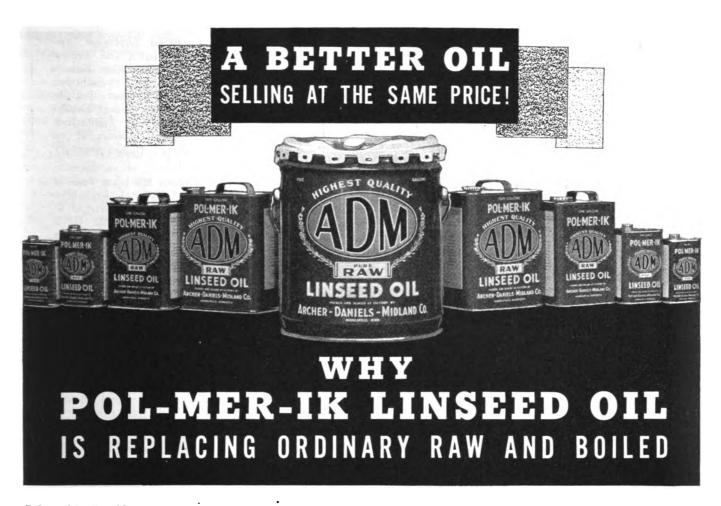
Ohio Hardware Association 44th Annual Convention and Exhibition, Cincinnati, Ohio, Feb. 18 to 21 inclusive, 1936. Business sessions, headquarters, and exhibition: Netherland Plaza Hotel. John B. Conklin, secretary, 175 S. High St., Columbus, Ohio.

Oklahoma Hardware and Implement Association 33rd Annual Convention and Exhibition, Oklahoma City, Okla., Jan. 28 to 30 inclusive, 1936. Sessions and exhibit: Masonic Temple. Chas. F. Nelson, secretary, 301 Key Bldg., Oklahoma City. Okla.

Pacific Northwest Hardware & Implement Association Annual Convention, Spokane, Wash., Jan. 28 and 29, 1936. Headquarters and sessions: Davenport Hotel. Lee F. Olney, secretary, S. 121 Madison St., Spokane, Wash.

Panhandle Hardware and Implement Association Annual Convention, Amarillo, Tex., Feb. 3 to 5 inclusive, 1936. C. L. Thompson, secretary, Canyon, Tex.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, (Continued on page 76)



POL-MER-IK Linseed Oil in cans is replacing regular raw and boiled because it's a better oil and sells at the same price. POL-MER-IK is a 100 per cent pure linseed oil, 10 per cent of which has been actually kettle-cooked to a varnish body. Because of the heat-treated oil which POL-MER-IK contains, it will impart to paint a higher gloss and a harder finish and greater wearing quality. These facts are recognized by leading paint manufacturers who formerly cooked their own oil in order to obtain these properties in their paint, but who now use POL-MER-IK oils. It's better than regular linseed oils, as light in color, and should be used for mixing paint in exactly the same manner as regular linseed oil.

# POL-MER-IK IN CANS MEANS MORE MONEY FOR YOU

THERE is a definite profit advantage in selling POL-MER-IK in cans. In the first place, canned oil is not a perishable product. Canned oil prevents the losses of bulk selling, such as drips, over-measuring, and foots in the bottom of barrels. You buy a gallon and you sell a gallon—and you give your trade, at no increase in price, the best linseed oil on the market.

POL-MER-IK IS AVAILABLE IN EITHER RAW OR BOILED IN PINTS, QUARTS, ONE- AND TWO-GALLON CONTAINERS, AND FIVE-GALLON DRUMS.

ARCHER - DANIELS - MIDLAND COMPANY

MINNEAPOLIS, MINNESOTA

(Continued from page 74) tion, Amarillo, Tex., Feb. 3 to 5 inclusive, 1936. C. L. Thompson, secretary, Canyon, Tex.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, 1936. Sessions and exhibition: 5th Regiment Armory. Hotel Headquarters and Entertainment: Lord Baltimore Hotel. W. Glenn Pearce, managing director, 400 N. Broad St., Philadelphia, Pa.

Southern California Retail Hardware Association Annual Convention and Exhibition, Los Angeles, Cal., Feb. 11 to 13 inclusive, 1936. Headquarters, sessions and exhibit: Ambassador Hotel. J. V. Guilfoyle, managing director, 1122 Pacific National Bldg., Los Angeles, Cal.

South Dakota Retail Hardware Association 31st Annual Convention and Exhibition, Sioux Falls, S. D., Jan. 28 to 30 inclusive, 1936. Sessions and exhibition: Coliseum. C. J. Christopher, manager-treasurer, Nicollet and 24th Sts., Minneapolis.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Texas Hardware and Implement Association 38th Annual Convention, Hotel Adolphus, Dallas, Tex., Jan. 21 to 23 inclusive, 1936. Dan Scoates, secretary, College Station, Tex.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. sometime in April, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St.,

Pittsburgh, Pa. Secretary. Southern Association: Alvin M. Smith. c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc.. Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

Virginia Retail Hardware Association Annual Convention, Richmond, Va., Feb. 25 and 26, 1936. Headquarters and sessions: John Marshall Hotel. Thomas B. Howell, secretary, 602 E. Broad St., Richmond, Va.

Western Retail Implement and Hardware Association 47th Annual Convention and Exhibition, Kansas City, Mo., Jan. 14 to 16 inclusive, 1936. Sessions: Ararat Temple. Hardware-Farm Equipment Exhibition: New Municipal Auditorium. Geo. L. Goldman, director of exhibits. Herbert J. Hodge, secretary, Abilene, Kan.

West Virginia Hardware Association Annual Convention, Greenbrier Hotel, White Sulphur Springs, W. Va., Jan. 20 and 21, 1936. H. B. Clower, secretary, Oak Hill, W. Va.

Wisconsin Retail Hardware Association 40th Annual Convention and Exhibition, Milwaukee, Wis., Feb. 4 to 7 inclusive, 1936. Business sessions and exhibit: Milwaukee Auditorium. George W. Kornely, exhibit manager, 3374 N. Green Bay Ave., Milwaukee, Wis. H. A. Lewis, executive secretary, Stevens Point, Wis.

#### Display For Red Devil Glass Cutters

Landon P. Smith, Inc., Irvington, N. J., has announced a display container for its Red Devil glass cutters which is said to eliminate rust and protect the wheel until it gets to the user. This display is supplied for Red



Devil glass cutters No. 024 (World's Standard), No. 023 (ball knob) and No. 48 (turret head) at no extra charge. To obtain display add letter D after number of Red Devil cutter when ordering. Supplied through whole-salers.

#### K-D Plier Set

The K-D Mfg. Co., Lancaster, Pa., is offering a set of four 4½ inch pliers for ignition, electrical, and radio work; model making and for reaching hard-to-get-at places in general household use. According to the maker, they are of special alloy steel, specially tempered for correct hardness and packed in a convenient, pressed steel box.



Each is of a distinct type—Standard, Parrot Nose, Needle Nose and Flat Nose. All four are said to be rust-proofed with a polished silver-like finish.

#### Counter Display For Ventilating Window Fast

P. & F. Corbin, New Britain, Conn., are offering an attractive counter carton which holds 12 of its No. 1414 bronze or 01414 steel ventilating window fasteners, each in an individual box. Colors are black and orange, and the illustration shows an intruder in a nursery bedroom foiled by a fastener which prevents the opening of the sash beyond the safety point.



#### **Bulletin On Rudd's Garage Door Braces**

Car Products Co., 1213 W. Third St., Cleveland, Ohio, has recently issued bulletin 12-B on Rudd's garage door braces, a new line of door braces for sagging garage and barn doors, It is stated that the braces are strong in every detail—will not bend or break—and end plates are designed to evenly distribute strain on the screws. According to the manufacturer the braces are adapted for heavy outside as well as light inside doors. Bulletin gives complete specifications.

#### Conco Offers Vegetable Slicer

The Conco Vegetable Slicer is adjustable for various size slices, from tissue paper thinness to quarter inch thickness. Slicer is finished in green enamel with an aluminum blade holder. Frame is of cast iron. Guide mechanism is heavily tinned and cutting



blades are hardened, tempered, ground and polished steel. Safety device permits the last bit of vegetable being sliced without endangering the fingers. Slicer comes completely apart for thorough cleaning by the removal of one nut. Conco Engineering Works, Mendota, Ill.

#### Wooster Animated Brush Display

This electrically driven and illuminated animated display is made by The Wooster Brush Co., Wooster, Ohio, for its dealers. It consists of a number of humorous painting scenes which constantly change while Ted the Tester keeps swinging on a Wooster Foss-Set Brush. Display is over five feet wide by five feet high.





She laughs! . . . the lady who buys a box of tacks. "Why should a tack be sterilized?"

Back in 1930 we asked ourselves: "Why not?" Upholsterers, furniture makers, leather workers, window trimmers, carpet layers, sign posters—in all these trades they "eat" tacks. And we can show you thousands of letters from experienced craftsmen, praising Cross Sterilized Tacks because they are sterilized, clean, 100% usable, blued in high-heat

electric furnaces, and made of best domestic materials. They also like 'em because the heads stay on, the points are needle-sharp, the shanks are straight and strong. They find profit in the fact that Cross Sterilized Tacks are packed clean in rust-resisting boxes, to full net weight.

If these reasons appeal to the *professional* user, they're good sales points for all your trade. Quality is a factor in your business, as well as in ours.

UPHOLSTERERS · CARPET · CARPET LAYING · COPPER WEBBING · GIMP · HIDE · LACE · WIRE CLOTH STAPLES BILL POSTERS · DOUBLE POINTED · CLOUT NAILS

Sold in these distinctive boxes RED—BLACK—WHITE

OK. if they're

YOUR JOBBER HAS CROSS, OR CAN GET THEM FOR YOU

W.W.CROSS & CO.INC. EAST JAFFREY, N.H.

Uniform — 100% usable — no culls Sterilised
Packed clean — no dirt Blued in high heat electric furnaces
Made of best domestic materials
Needle sharp points
Round centered heads stay on
Straight strong shanks
Full net weight



# The Adams Family of Colorado

#### By SAUNDERS NORVELL

HE story of the hardware Adams family of Colorado is a most interesting one. Alva Adams, the head of this family, at one time or another owned outright or was interested in six retail hardware stores in Colorado. He found time notwithstanding the general management of these stores to serve the state of Colorado as Governor for two terms. His son, Alva B. Adams, is now serving the state of Colorado in the United States Senate.

When I traveled in Colorado, I had the good fortune of meeting Governor Adams in Pueblo. His store was a good customer of the Simmons Hardware Company at that time and upon my arrival in Colorado one of the first sales I made was to Governor Adams' store in Pueblo. At that time the Governor personally attended to the buying for his hardware stores. Shortly afterwards I was called to St. Louis to take a position in the house. In 1906 I went to Denver to attend a meeting of the Colorado Retail Hardware Association. On this occasion the Executive Committee of the Association accepted an invitation from me to attend a banquet at the Brown Palace Hotel on the evening of Feb. 8, 1906, to which were invited all of the hardware dealers, jobbers and hardware traveling salesmen in the state. This dinner was unique because the toastmaster was Alva Adams, then ex-Governor of Colorado.

Governor McDonald and Mayor Speer of Denver were also present on this occasion. Among the local jobbers present were George Tritch, Lucius Moore and F. A. Ellis, N. A. Gladding represented the manufacturers, and all of the representative hardware salesmen of all the hardware jobbers selling goods in Colorado were there too—five hundred in all.

An old newspaper clipping recalls that the invitations to this banquet were printed on sheets of sandpaper with the suggestion that the invitations be used to smooth out any rough places in the program. No doubt many of the oldtimers in Colorado will remember this banquet. Some of the speakers and their subjects were as follows:

"HARDWARE JUNK"—F. C. Moys, Boulder.

THE OLD TIME TRAVELING MAN

—D. M. Harding, Canon City.

THE MIDDLEMAN—He works both ends—W. S. Wright, Omaha.

THE MEANEST MAN IN TOWN—
My Friend—My Competitor—H. B.
Brown, Trinidad.

THE MAN WHO PAYS FOR OUR AUTOMOBILES — The Retailer—Fred Tritch, Denver.

A TOKEN OF APPRECIATION— John Killin, Pueblo.

The menu was called "BILL OF LADING" and some of the dishes were as follows:

CREAM OF AXLE GREASE, a la Lucius Moore FILET OF BURRO, with ox shoes style early Leadville, John Foutz KILLIN'S PUEBLO ASPARAGUS KNOCK OUT PUNCH, a la Moys
HOT BIRD ON TRUST, a la Barkley
CORBIN PEAS ELLIS HOMINY
AMAZONIAN SALAD—Piece de Resistance

TROXEL BISCUIT GLACE
GEORGE MAYER ASSORTED
CAKES

COLORADO SPRINGS CHEESE, a la Jim Barnes

McCARTHY CRACKERS

ROUND-UP COFFEE, A LA EDDY CIGARS—"THE BURNING SHAME"
"Smoke, smoke in this world, some

in the next."
SPEAKING

EX-GOVERNOR ALVA ADAMS, TOASTMASTER—"Evil communications corrupt good manners."

But all this simply leads up to the interesting history of the Adams family in the hardware business in Colorado. Recently, I wrote Senator Adams in Washington, told him all about the banquet when his father presided as toastmaster, asked him to give me some information about his family history in the hardware business in Colorado, and now I am in receipt of a manuscript from his covering their story, as follows:

"Alva Adams came to Colorado in 1871, having driven across the plains as a young man barely of age, to bring a sick brother in an effort to secure the benefits of the Colorado climate. His first activity in the hardware business was in connection with Mr. Joe Wilson of Colorado Springs, for whom he worked for a short time. In 1872 he purchased a small hardware and lumber business from Mr. Wilson. He had no cash

#### 25th Anniversary Special 11/2 QUART SAUCE PAN

To Retail for Only 39c (Regular Retail—65¢)

Ideally suited for building up unit of sale and increasing store traffic.

During 1936 the West Bend Aluminum Company will celebrate its 25th Anniversary. One of the features of this birthday year will be a special on the 11/2 quart Sauce Pan in the New Matched Line. This beautiful Sauce Pan will be available in either the Satin-Ray or the Silver-Sheen finish, and will retail for only 39¢ (slightly higher in the West). And yet with this bargain price you will enjoy a 50% mark-up.

Other numbers in the fast selling matched line:

- 1, 11/2 and 2 quart Sauce 6 quart Covered Kettle
- 4 and 6 quart Sauce Pots 4 quart Whistling Tea Ket-
- 11/2 quart Double Boiler 2 quart Percolator
  - 8 cup Drip Coffee Maker

The Satin-Ray finish is available with either red or black molded trim; the Silver-Sheen finish is available with the black molded trim only.



Each Anniversary Sauce Pan will carry an attractive band commemorating the 25th Anniversary and briefly listing the items in this line. A striking cut-out display card will also be available.

For further information send for descriptive bulletins.

Celebrate with West Bend during 1936—Anniversary Specials and Matched Sets will mean larger unit sales and greater profits!

#### WEST BEND ALUMINUM CO.

Dept. W30

West Bend, Wisconsin





or capital resources, but Mr. Wilson accepted his note for the entire purchase price.

"Late in '72, Alva Adams moved his stock of goods and business to South Pueblo which had just been organized. In 1873 he moved his business to the town of Del Norte in the San Luis Valley, which was then the distributing point for the various newly opened mining camps in the San Juan region. The Denver and Rio Grande railroad at that time was building south from Pueblo toward the San Luis Valley, but had not as yet crossed the Range. While a resident of Del Norte, the State of Colorado was admitted to the Union and Alva Adams was elected a member of the first state legislature.

"In 1877 he moved his business to the town of Garland on the eastern side of the San Luis Vallev, which town was then the terminus of the railroad. A year later when the railroad had been extended to Alamosa, he together with practically all the inhabitants of the town of Garland moved to Alamosa. The little town was practically loaded on freight cars and moved. While in business in Alamosa, Alva Adams took into the hardware business with him his youngest brother, William H. Adams, who had recently been three times Governor of the state and who served for over forty years as a member of the State Senate from the district including Alamosa.

"When the Rio Grande railroad had completed its line to Durango in southwestern Colorado, Alva Adams opened a store in Durango in company with William Bayly, who moved from Alamosa and became the manager of that store. Mr. Ferd Graham, who many years later purchased the Durango store, was the bookkeeper at that time in the hardware store at Durango. Mr. Graham had formerly been employed at Alamosa in the capacity of bookkeeper and moved to Durango when the Durango store was established.

"Mining activity developed very rapidly in the early eighties throughout the San Juan region and the Durango store was incorporated as The San Juan Hardware Company and established branches in Telluride, Ouray, and Silverton. Alva Adams also established a store at Gunnison which subsequently was sold to Mr. John Steele. The San Juan Hardware Company continued to operate its stores in these various towns for some twenty years, when they were disposed of. The Telluride store was purchased by the Tompkins Hardware Company and the Durango establishment by Ferd Graham.

"Alva Adams moved from Alamosa to Pueblo in 1881, leaving his brother Billy in charge of the hardware business in Alamosa, which was operated under the name of 'Alva Adams & Brother.' At Pueblo he purchased an interest in the hardware business then being conducted by Mr. A. D. Craig, and thereafter the business was operated under the firm name of Adams & Craig. In 1884, Alva Adams purchased the interest of Mr. Craig and until 1888 the business was conducted in his individual name. At that time an interest in the business was purchased by Mr. Chris Wilson and for a short time was operated under the name of Adams & Wil-

"In 1889, upon the recommendation of Mr. Simmons of the Simmons Hardware Company of St. Louis, Missouri, he brought Mr. George Holmes, of Wheatland, Missouri, to Pueblo and sold to him an interest in the business, which was thereafter conducted in the name of the Holmes Hardware Company, under which name the business continues to this day.

"During the time of his active participation in the management of the hardware business, Alva Adams made frequent trips East for the purchase of supplies for the various stores in which he was interested. At these times he established close business relations and friendships with Mr. E. C. Simmons of the Simmons Hardware Company and Saunders Norvell and Mr. Shapleigh of the Norvell: Shapleigh Hardware Company. Alva Adams ceased to take an active part in the man-

agement of the hardware business after the formation of the Pueblo Savings and Trust Company, of which he became president in 1890, but he always retained an active interest in all matters relating to the hardware business and made almost daily visits to the Holmes Hardware Company.

"The Holmes Hardware Company, about the year 1910, purchased the business operated by The Pueblo Hardware Company. This store had been founded in the early days of Pueblo by Thatcher Brothers and was owned by them up until its sale to the Holmes Hardware Company. The Holmes Hardware Company continues to operate The Pueblo Hardware Company as a retail store independent of its main establishment.

"Alva Adams passed away in November, 1922, and George Holmes passed away in February, 1935. The business at the present time is owned by the estates of the former partners and is being conducted under the management of Mr. John M. Holmes, who had an active part in this business prior to the death of his father."

When Mr. Holmes bought an interest in the hardware store of Alva Adams in Pueblo, he took charge of the buying. He placed his first order for hardware with the writer. I distinctly remember that the first item on this order was six dozen Chisholm No. 195 half spring mining shovels. Mr. Holmes asked me the price of Chisholm shovels and I remember I quoted him a discount. "No, young fellow," he said, "I don't want a discount. I want the net price per dozen, with all the discount taken off." So then I quoted him the net price, and after referring to a previous invoice, he gave me the order. For some time afterwards I had the pleasure of selling Mr. Holmes. This business is now exclusively a jobbing business, under the name of the Holmes Hardware Company.

I also recall that in his speech at the banquet, Mr. Brown of Trinidad advised all the young hardware men in business to stick to their profession. Mr. Brown

(Continued on page 104)



### STREAMLINE Roller Skates!

INGSTON'S new catalog is just off the press. Your copy is waiting—waiting to tell you about the sensational new Streamline (Model 125), and the other fine numbers in the Kingston Line for 1936. You will also find in it full details of Kingston's effective sales helps and advertising program for the coming year.

Get your Kingston Catalog right away. You'll want it for the information on these newest developments in roller skates. A postcard will bring your copy promptly.

#### How About Your Jobber?

Talk to your jobber about Kingston Skates. If he doesn't stock them, we will count it a real favor to have his name. Please include it with your request for the catalog.

Don't delay—get your name on the Kingston List!

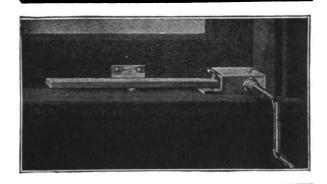
#### KINGSTON PRODUCTS CORPORATION

Kokomo

Indiana

U. S. A.

## Kingston



#### **CASEMENT OPERATOR NO. 94**

# Fewer "Missed" Sales because it can be Mounted in Smaller Space

Stock Rixson's No. 94 Casement Operator!

It mounts on stools as narrow as 1½" and will take the hard-to-fit job as well as those where stools are wider.

Its compact attractive design makes it more desirable on any installation and it has strength and endurance to spare.

No. 94 has positive operation. Three and one-half turns of handle moves casement through full 90° swing.

#### THE OSCAR C. RIXSON CO.

4450 Carroll Ave., Chicago, Ill.

New York Office: 2034 Webster Ave., N. Y. C. Philadelphia - Atlanta - New Orleans - Los Angeles San Francisco

See Sweet's for further reference.



HARDWARE SPECIALTIES



### Who Makes It?

Information regarding sources of supply as provided readers of Hardware Age by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in Hardware Age "Who Makes It?" section or issue.

LOCK HAVEN, PA.: Furnish address of the Ashton Valve Co.—Dickey-Grugan Hardware Co.

ANSWER: 161 First St., Cambridge, Mass.

WILLIMANTIC, CONN.: Provide names and addresses of several manufacturers of fibre gears.—The Hurley-Grant Co.

ANSWER: National Vulcanized Fibre Co., East Wilmington, Del.; Continental-Diamond Fibre Co., East Newark, Del., and Spaulding Fibre Co., Inc., Tonawanda, N. Y.

EASTON, PA.: Who makes Elton panic bolts?—J. M. Kiefer.

. . .

ANSWER: Elton Mfg. Co., 16 Avenue C, Newark, N. J.

BELMONT, MASS.: Where can we obtain cuts of hardware items suitable for use in newspaper advertisements?—Waverly Hardware Co., Inc.

ANSWER: Vincent Edwards Co., 342 Madison Ave., New York City, and Cobb Shinn, 40 Jackson Place, Indianapolis, Ind.

FRANKLIN, TENN.: Where can we get repairs for a Chattanooga farm wagon?—Trice-Reynolds Co.

ANSWER: Chattanooga Wagon & Body Co., Chattanooga, Tenn.

WASHINGTON, D. C.: Who makes a tear gas gun in the form of a fountain pen that can be carried in the pocket for protection?—Cooper Hardware Co.

ANSWER: Federal Laboratories,

Inc., 185 Forty-first St., Pittsburgh, Pa.

St. Louis, Mo.: Who makes Rhino floor finish?—Wittker Hardware and Contractors Supply Co.

ANSWER: Pecora Paint Co., Fourth & Lawrence Ave., Philadelphia, Pa.

Bellevue, Iowa: Where can we get repairs for a Sunny Suds electric washer?—Young Hardware Co.

ANSWER: General Utilities Mfg. Co., 2587 E. Grand Blvd., Detroit, Mich.

BROOKLYN, N. Y.: Where can we buy Skippy Sno-Plane sleds?—Flatbush Hardware & Electric Co.

ANSWER: Skippy Racers, Inc., 200 Fifth Ave., New York City.

IMPERIAL, PA.: Provide address of the Palmetto Arms Co.—John A. Hamilton.

ANSWER: This name is used on some of the firearms distributed by Edward K. Tryon Co., wholesale hardware and sporting goods, 817 Arch St., Philadelphia, Pa.

ARCHBOLD, OHIO: Provide name and addresses of the manufacturers of (1) Markel, and (2) Globe electric light fixtures.—Stotzer Hardware Co.

ANSWER: (1) Markel Electric Products, Inc., 145 Seneca St., Buffalo, N. Y., and (2) Globe Lighting Fixture Co., Seventh Ave. and 12th St., Brooklyn, N. Y.

PEKIN, ILL.: Who makes spring catches, as used for holding men's hats on the back of church pews?—Pekin Hardware Co.

ANSWER: Stanley Works, New Britain, Conn., and Denning Mfg. Co., 1783 E. 87th St., Cleveland, Ohio.

BIRMINGHAM, ALA.: Who makes all-steel street carts having large refuse cans, and equipped with pneumatic tires, as used by the street cleaning departments of some municipalities?—Wimberly & Thomas Hardware Co., Inc.

ANSWER: Lansing Co., Lansing, Mich.

BRADFORD, PA.: Who sells Ivanhoe English china, as formerly distributed by George H. Bowman Co., Cleveland?—Bodine Hardware Co.

ANSWER: Meakin & Ridgway, Inc., 129 Fifth Ave., New York City.

SCHENECTADY, N. Y.: Where can we buy a music stand for an orchestra leader, having folding legs, telescoping post, and a wood panel music rest?—Charles W. Tiemann, Hardware.

ANSWER: Krauth & Benning-hofen, Hamilton, Ohio.

COLEMAN, TEX.: Where can we buy Turkish or vapor bath cabinets?

—J. E. Stevens Co.

ANSWER: Overland Electric Co., 1102 S. California Ave., Chicago, Ill.; Holms Mfg. Co., Kenosha, Wis., and Cabinet Mfg. Co., Quincy, Ill.

# WHAT Wall Cleaner goes over YOUR Counter?

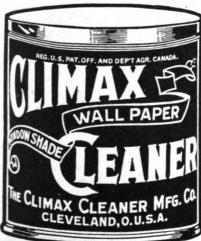


ON the merit of the goods that go across your counter depends your repeat business. Why do women keep coming back to you, year after year, for Climax Wall Cleaner? Because they know (as their mothers before them) that Climax is the safe, reliable brand to use in their homes.

Take advantage of this built-up buying habit (and of Climax national advertising) by displaying and selling Climax, the ideal, inexpensive cleaner (which requires no water) for papered or painted walls, including washable wallpaper. Climax brings you the top price.

#### THE CLIMAX CLEANER MFG. CO. Cleveland, Ohio





Order your spring stock early — and ask for free counter and window displays.



# YOU CAN'T Lose!







Retail price: 5 for 15c

Note construction of new THEFT-PROOF display case

Package slides down vertically—and is pushed out through lower slot from behind, not pulled out by customer. Open for inspection, but protected from pick-ups. With easel for stand-up and tab for hang-up.

First of all, you win by getting your money for every package of RIO blades in stock. The new copyrighted display carton stops petty thieving — packages are pushed out by your clerk, not pulled off by customer.

Second, you win by further building your name for satisfaction. The new RIO blades (single and double-edge) set new higher standards in the field. Both are made of white chrome steel, every blade inspected. Both come as near shaving perfection as any blade made.

Third, you win by dealing with a responsible concern. Standard makes fine blades, sells them at a fair price, deals with legitimate jobbers only. Standard gives the retailer a square deal and a large profit. Every blade made by Standard carries the Standard name—and Standard means QUALITY always. Standard Safety Razor Corp., East Norwalk, Conn.



# What's lew Display Fielps—Sales Literature— Window Trims—New Packages —New Colors—New Deals—

New and Improved Merchandise— Display Helps—Sales Literature— 

for Retail Hardware Stores

#### Stainless Steel Coffee Pot

This Carlton stainless steel coffee pot (No. 362) is made of Enduro 18-8 and is designed with a modern touch and has the Carlton polish. Its capacity is



2½ quarts. Its diameter is 6¼ inches and height, 7 inches. The Carrollton Metal Products Co., Carrollton, Ohio.

#### Rollfast Roller Skates

The features of the Rollfast Roller Skates manufactured by the D. P. Harris Hardware & Mfg. Co., 99 Chambers St., New York City, are: flexible reinforcement; heavy duty wheels, full nickel plating, large steel balls, mili-



tary buckle, one-piece strap with sanitary ankle protector. It is said that the big steel balls make the skates sturdier. As a compelling sales feature, an individual, attractively lithographed box has been designed for the skates.

#### **Display Packages** For Grafting Wax

New shelf display packages have been designed for Trowbridge Grafting Wax. It has been put up in attractive 1 lb., ½ lb., (illustrated) and ¼ lb. packages and 5 lb. and 10 lb. containers. The manufacturer states that the



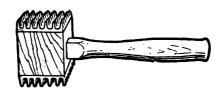
wax consists of high grade Gum Rosin, Beeswax and Tallow which have been carefully blended to possess even consistency and elasticity. It is used for grafting, budding, top working, etc., of all kinds of fruit, ornamental trees, shrubs and vines and for painting cuts, bruises and after trimming. The list price of the package shown is 35c... postpaid, and 30c. at the store. Discounts allowed the dealer. Walter E. Clark & Son, Milford, Conn.

#### Bethlehem Offers Catalog W-3

Bethlehem Wire Nails and other Wire Products is the title of a 72-page illustrated booklet containing descriptive information with list prices and standard extras. This pocket-sized edition just published by the Bethlehem Steel Co., Bethlehem, Pa., describes the types of wire nails manufactured and explains various color markings employed for identification when packaged. Under other Wire Products will be found wire in various finishes, Bethanized wire, wire fence and miscellaneous fence materials, as well as wire tables and other information of value to the user of Bethlehem products.

#### "Ideal" Steak Cubing Mallet

The teeth of the Ideal steak mallet are of cast aluminum and are said to

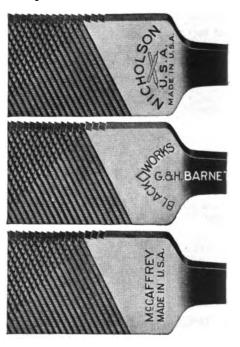


be sufficiently hard to withstand severe usage. Teeth plates are fastened to a hard wood block with wood screws, one having longer and coarser teeth for heavy, thick steaks and the other

shorter and finer teeth. In case of breakage or damage to teeth, a new plate can be attached at a small cost. The Master or commercial size is 25% x256x41/2 inches. The Junior or household size is 1%x1%x3% inches. List price of Master is \$18.00 per dozen and of Junior, \$6.00 per dozen. Prices subject to discount. The Hardware Specialty Co., Tiffin, Ohio.

#### Nicholson Offers Three New Files

The Nicholson File Co., Providence, R. I., announces an entirely new and improved method of file manufacture and tooth construction, now available in its Nicholson, Black Diamond, and McCaffrey Brands. It is said that wherever tested these files show a greater ability to remove stock at a higher filing speed; have increased durability; make possible up to three times as many cutting edges to each square inch of the file's cutting surface; they stay on the line of work; and that as the teeth wear down in the course of filing, reserve cutting edges come up to take their place.



#### What Distributors say

R. A. Gerlinger says:-"We will sell more Gibsons in 1936 than ever before the line is a win-ner!" Gerlinger Equipment Co., Gibson Distributor, Toledo, Ohio.

S. E. Schulman says: "1936 should be the refrigeration industry's biggest year - and Gibson's ,too." Commonwealth Utilities, Gibson Distributor, Chicago, Illinois.

Ben Golden says:-"The FREEZ'R SHELF put us on top in 1935 . . there will be no stopping us in '36." Eastern Electrical Supply Company, Gibson Distributors, Newark, New Jersey.

Walt Wissemann says: "A splendid line and an early start . that's what we need and we have it; so watch Remick's in 1936." Jas. S. Remick Company, Gibson Distributor, Sacramento, California.



### BETTER STILLSON for 0 14 SALES

CTILLSON pipe wrenches are an old story in any hardware store. No matter who has manufactured them, they've been all practically alike. Nothing new, no stimulation to sales.

But now comes the new Improved Stillson by the makers of the famous RIDGID Wrench and other pipe tools-and the trade takes to it with enthusiasm at once because it is improved.

It is made with cone-coil safety springs inside the housing-can't fall out, no exposed flat springs to break and cut the hand. No weakening of the handle for spring pins.

It has a handy pipe scale on the hook-jaw. Both jaws and handle are of tool steel, specially heat-treated, the frames of a new heat-treated alloy metal, extra strong. All parts interchangeable with conventional Stillsons.

A good looking, powerful, well-balanced IMPROVED STILLSON that will give new life to your pipe wrench sales.

Ask your Jobber



DGE TOOL CO.

**ELYRIA, OHIO, U. S. A.** 

Manufacturers of RIDGID Pipe Tools

#### Hygrade Sylvania Issues Service Hints, Volume 2

Service Hints, volume 2, is the follower of the popular Service Hints, vol. 1, which was compiled of practical and helpful bits of information which had appeared mainly in the columns of Sylvania News. Most of the information presented in vol. 2 is contributed by service men as a result of practical experience. Hygrade Sylvania believes it to be correct and authentic but assumes no responsibility for results. The first few pages are devoted to general engineering information and give formulas and examples as Ohm's law, calculation of value of resistors in series and parallel connection, calculation of value of resistance required for self-biasing, condensers in series and parallel. A section of the booklet contains tables, some of which are as follows: Bias resistor chart, color code chart; conversion table; copper wire table; interchangeable tube chart; cross index to RCA Victor, General Electric, Westinghouse and Graybar models. Approximately 35 pages are devoted to valuable service hints. The rear pages have miscellaneous information on condensers, general receiver hints, registers, speakers, transformers, . tubes and volume control. Copies of the booklet are available to service men and radio dealers without charge. Hygrade Sylvania Corp., Emporium, Pa.

#### Metwood Has a Handy Hose Holder

A practical, convenient and inexpensive sprinkling gadget, the Handy Hose Holder, is now being introduced to the trade by the Metwood Manufacturing Co., Rockford, Ill. The holder



is designed to hold a hose nozzle securely in any desired position and can be moved quickly and easily without shutting off the water. Measures 29 in. above the ground plate and can be stood up without stooping or bending. It permits the use of a regular, adjustable-spray nozzle. Attractively finished in red and green. Sample and full details on request. Manufacturer states the suggested retail selling price is 39c., dealer's cost is \$2.95 per dozen. All prices f.o.b. factory, Rockford, Ill., with no freight allowances. Terms to approved credit are 2 per cent 10, net 30 days.

#### **Electric Glue Pot**

Glue Boy, manufactured by Brannon, Inc., 14307 Third Ave., Detroit, Mich., is designed for use in woodworking and cabinet shops, home workshops, furniture and aircraft factories, etc. According to the manufacturer, Glue Boy is thermostatically controlled



to maintain the glue at a temperature between 150 and 160 degrees Fahr. which is the safest and best temperature for maintaining the greatest holding power of the glue. Made in 3 pint size, 110 volts, 350 watts for industrial use and in 1 pint size, 110 volts, 150 watts for home workshop and small industrial establishments.

#### Lenk Hi-Heat Automatic Blotorches 104 and 105

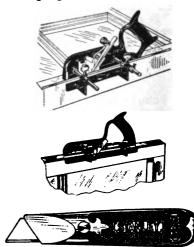
Hi-Heat Blotorch No. 105 is for alcohol use and 104 is for gasoline. Features include flame control and shut-off valve, self-orifice and non-clogging burner. The maker states that



there is no evaporation of fuel and no loss of pressure. Generate quickly from asbestos filled drip cup. Tank of heavy gage seamless drawn brass, with funnel-shaped bottom for easy filling. No. 105 has nickel plated finish while No. 104 has polished brass finish. Height 7½ in., diameter at base 3 in. Capacity ¾ pint. List prices, respectively, \$2.00 and \$1.75. The Lenk Mfg. Co., Newton Lower Falls, Mass.

#### Stanley Weatherstrip And Fiber Tools

Stanley Rule & Level Plant, New Britain, Conn., has added to its line several tools for installing metal weatherstrip. Grooving Plane No. 248 for cutting a groove in the sash for the rib

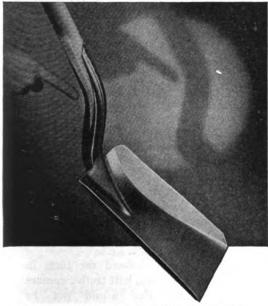


of the weatherstrip. No. 378 Rabbet Plane for cutting rabbets on "meeting rails" of window sash for installation of the "hook" and "flat" weatherstrips. For rabbeting doors, a special Rabbet Plane No. 78W which has a detachable runner on bottom that acts as a gage to cut a rabbet % in. wide on either side of plane without adjustment so that plane can be reversed on end of door to prevent wood from splitting. Fiber Board Beveler No. 194 cuts chamfers or bevels up to 3/8 in. on fiber board. Furnished with six razor blade type cutters. List price, \$1.80. Fiber Board Knife No. 199 is used for trimming cuts in fiber board, opening cartons, cutting paper, leather, carving linoleum and rubber for printing blocks. Aluminum handle holds special pointed razor blade type cutter. Magazine in handle holds five spare cutters. Suggested retail selling price is \$1.50. Display card holding one knife, free with order for six knives.

#### Sedgwick Dumb Waiters And Elevators Catalog "T"

This catalog presents information of interest and service regarding the leading types of Sedgwick Dumb Waiters and Elevators. In addition to the information illustrated, special detailed descriptive matter on the individual types will be sent upon request. There is space devoted to Sedgwick equipment and to directions for ordering or requesting advice. Among the types of dumb waiters shown are: automatic brake dumb waiter; band brake dumb waiter; tube dumb waiters; under counter dumb waiters; fuel and log lifts; electric dumb waiters. There are freight elevators, wall climber elevators, grip hoists, residence elevators, electric stair-traveler, sidewalk elevators, and ash or keg cranes. Sedgwick Machine Works, 150 W. 15 St., New York City.

## Genuine O. Ames



THE SHOVEL THAT BUILT AMERICA

# Constantly Copied but never equalled

THE famous Ames Bend, symbol of Ames craftsmanship, for one hundred and sixtyone years a distinctive feature of O. Ames Plain Back Shovels.

The Genuine O. Ames shovel with its exclusive bend, gives a perfect balance. Its time-tested special Alloy Steel embodying Ames' successful attainment of the perfect compromise between hardness and flexibility. Its electric welded straps assure a permanent—not a temporary connection. The O. Ames today is the leader of Plain Back Shovels.

ASK YOUR JOBBER



51NCE

Parkersburg, W. Va.—Ames Baldwin Wyoming Co.—North Easton, Mass.



# E Z SIDEWALK SNOWPLOW



(PAT. APPLIED FOR)

Removing snow from the sidewalk is no longer a disagreeable task—no more back-bending, heavy lifting or calloused hands—thanks to the E Z Sidewalk Snowplow.

The new way is to walk along your walk as if taking a stroll, first pushing the plow down the middle then taking a slice off each side, just as a street plow does, with no more effort than pushing a lawn mower.

Dealers and jobbers have received the E Z Sidewalk Snowplow with great enthusiasm. Test consumer advertising in the East conclusively proves that it is going to be a *Big Seller*. Send for circular and prices.

It Saves Your Time and It Saves Your Back

# BLAIR

MANUFACTURING COMPANY

Established 1879

SPRINGFIELD, MASSACHUSETTS

## If I Were Boss of a Hardware Store

By One Who Is Not and Whose Name Is Withheld for Obvious Reasons

EARLY every man who has attained success was at one time an ambitious youngster. Over the long period of years from apprenticeship to the "big chair," the viewpoint of an individual is bound to change. Experience, without question, is the best teacher, but there are none of us so far along that we cannot be told a few things, and many a boss might find food for thought in the following.

It is said a good salesman makes a poor buyer, so perhaps a good employee would make a poor boss, nevertheless many a shining light is hid under a bushel and it is up to the boss to uncover and use as much of this hidden ability as possible.

Not presuming I am one of these "shining lights" I can at least express my opinion as to what I really would do should Old Man Chance or Lady Luck request me to "pinch hit" for the Chief.

First off, I'd be human and friendly, I would treat my help as equals, but not become too intimate, there is no truer aphorism than "familiarity breeds contempt"—but there is considerable difference in being decent and "high-hat."

I would endeavor to be optimistic at all times, nothing is more helpful or more contagious than a cheerful and hopeful disposition. At times this requires exceptional courage, but the results are always worth the effort.

I would expect promptness from all my help and do what I could in getting it by setting a good example. A business, whether good or bad, is merely a reflection of the ones higher up.

I would recognize and encourage talent, ability, aptitude, diligence and ambition, when I found one or more of these charac-

teristics in any of my force I would see to it that such attributes were given every chance to foster and to grow.

I would instill into all my help the spirit of cooperation, no other single element in business plays a more important part than good teamwork.

I would demand the facts in every instance, half truths, rumors and the like would not be tolerated.

I would not stint myself in bestowing praise "where credit is due," neither would I refrain from reprimanding if the occasion required. Any man, or woman, who cannot accept "the bitter with the sweet" should not be in business. Corrective criticism builds rather than destroys.

I would have contact with every department and see to it that the stock was always up-to-date and of suitable proportions, that it was well received, properly taken care of and carefully shipped out.

By keeping uppermost in my mind the fact that "goods well displayed are half sold," I would be sure my windows and interior displays compelled attention. My advertising would be placed where it would be the most beneficial. I would make use of pictures and samples in my advertising, the Chinaman who said — "one picture is worth a thousand words" was more than half right. I would accept and make use of manufacturers' and jobbers' sales helps whenever possible.

I would hold a meeting at least once a month for my sales force, where we could get together in a friendly way to talk things over, swap ideas and suggest ways and means of improving sales and conditions in general, also to make sure every man was familiar with the best talking points on the various items in stock. I would

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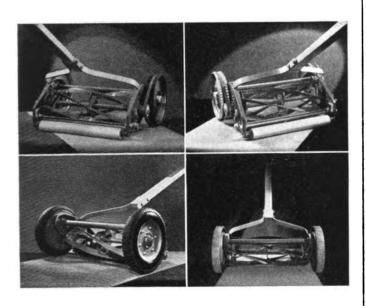


National advertising carries the Silent Yard-Man Story to your best prospects

Yard-Man's silence means golden profits for you. And we're telling the story of the Silent Yard-Man in national advertising.

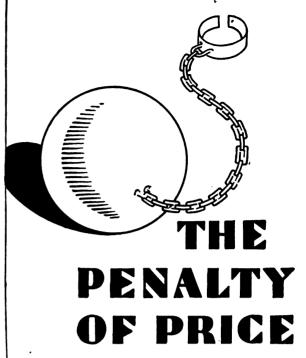
The greatest advance in lawn mower design in half a century, the Silent Yard-Man offers many important selling advantages. It is really silent in operation; it's easy to handle, and remarkably simple to adjust. All adjustments are made from the outside.

Ask your jobber about the Silent Yard-Man Demonstrator Plan, or write us direct. Yard-Man, Inc., Jackson, Michigan.



- driven, rubber tires.
- 3. Silent Yard-Man, gear- 4. Silent Yard-Man, geardriven, rubber tires.
- 1. Silent Yard-Man, "V" belt- 2. Silent Yard-Man, "V" beltdriven, plain metal wheels.
  - driven, plain metal wheels.

THE SILENT VAR D.



 Many a retailer has in his stocks a certain number of what may be called "parasitic products." They prey on the confidence of his customers. They prey on his rightful profits. Cheap "sash cord" is one of these items. It is stocked by some retailers under the impression that the average customer won't afford the cost of a good cord—that they will penalize themselves for price.

Yet no item in a retailer's store is worth selling at any price if it endangers his business. And no item is too negligible to push aggressively if its influence is beneficial to him.

Retailers who make it a practice to recommend Samson Spot Sash Cord do so because they have found it both possible and profitable to sell to the majority of their customers. Tests have proved that it will give at least 30 years of continuous service, saving its price many times over in the costly replacements which occur so frequently when cheaper cord is used for window sash.

Phoenix Sash Cord is especially satisfactory for clothes lines. It is of all yarn construction. No cheap roving is used. It has minimum stretch and maximum strength—an honest clothes line that gives honest service and satisfaction to both





# Remind Your Trade Thut Calking Is An Easy Job

Any handy man can apply Pecora Calking Compound around door and window frames. It is the sure way to make a residence or building weather-tight. Saves money for the owner on fuel bills by reducing heat losses. Avoids damage to interior by rain and snow seepage. You can safely recommend Pecora Calking Compound. Properly applied, it will not dry out, crack or chip. Specified by leading architects. Used by largest builders. Made by an old reliable firm.

## Show This Gun To Your Customers



Calking made even easier by using this improved Cartridge Gun. No ratchets, no pawls. A great time and material saves Specially designed for Pecora Calking Compound, packed in Non-Refiliable Cartridges of approximately One-Quart capacity. Get all the details.

Write for Bulletin and Prices



TRADE-MARK

Pecora Paint Company, Inc. Lawrence & Venange Sts., Phila., Pa. Established 1862 by Smith Bowen

Pecora Sash Putties and Pecora Perfect Patching Plaster even "dig down" for the smokes on these occasions.

I would keep my mailing list up-to-date by constant checking and rechecking.

I would hold a Field Day or Outing once a year and give the crew a jolly good time. I've been through the mill and know how something like this reacts on the feelings of the average worker, call it psychology if you wish.

I would see to it that all trade magazines and instructive pamphlets I received were circulated throughout the store, each clerk to read them in his spare time, then check with his initials showing that they had been read.

I would have my store and fixtures painted with the accepted Hardware colors, orange and black. I also would use orange weave wrapping paper and orange twine, this type of paper and twine is somewhat more expen-

sive, but the difference in cost would be charged to advertising.

I would make it a point that my clerks were always as courteous to customers exchanging or returning goods as to those who were buying.

I would have sound judgment enough to realize it was for my best interests to support the jobber, as it is only through him I could look for protection in case of a demoralized market or any chaotic condition which might possibly arise.

I would probably tell my other dealer friends that it is the good, honest, common sense and love of fair play that has made American business great, and not the laws passed by Congress.

IF I were the BOSS and saw this article, I might—well, anyhow, I'd read it.—An employee of a successful wholesale and retail hardware firm.

#### **Eveready Masterlites**

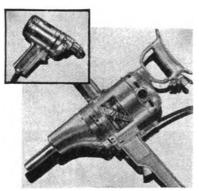
Eveready Masterlites, manufactured by the National Carbon Co., Inc., 30 E. 42 St., New York City, are in three forms: two tubular and one a table model, all in chromium finish. Switch provides steady or intermittent light, and a Light Selector makes possible instant, one-hand selection of either



powerful spotlight beam or broad, diffused illumination. Tubular models are breech-loading, bottom cap pulling down on slides to enable introduction of batteries, and returning in one motion to its locked position. Tubular models are four-sided instead of round. No parts are detachable. Provision is made for the attachment of owner's initials. Table model supplies both a night light and a 400-foot range spotlight, utilizing illumination from either top or bottom. Has no external switch and is practically automotic in action.

#### Skilsaw Announces New Drill Models

The 3/16 in. and 1/4 in. high production Skilsaw drills have been designed for assembly line work in the airplane, automobile, radio and refrigerator fields and where fast drilling of holes up to 1/4 in. diameter is required. According to the maker, both models are of light weight and powerful construction—71/2 in. long by 3 3/16 in. diameter, with a die-cast aluminum alloy body. Handle is closer to chuck and permits better pressure with minimum of effort, it is claimed. Two-pole switch is enclosed in Bakelite. Both drills available in speeds of 2,000, 2,500, 3,000 and 3,700 R.P.M. For heavy drilling and reaming, the manufacturer offers the % in., % in., and 1/8 in. Skilsaw Heavy Duty Drills. These models have helical cut gears and housings are of die-cast aluminum. On the % in. and % in. models, a 3-jaw geared chuck is furnished. The 1/8 in. model is equipped with a No. 2 Morse taper socket. Skilsaw, Inc., 3310 Elston Ave., Chicago, Ill.



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# STOCK MONAD PAINT -AND DO THIS

- Meet Mail Order Competition with a High Grade, First Quality Product.
- Release 80% of the capital tied up in your present paint stock and put it to work selling other fast-moving hardware items.
- Build up volume by getting the orders for 5-gallon drums that now go to the Mail Order House.
- Turn your stock over 10 to 20 times a year.

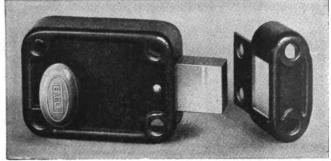
Write us for Full Information

THE GEO. WORTHINGTON CO. Cleveland, Ohio

1829

1936





## **RIM DEAD LOCK**

Drawn Steel Case (Drawn Steel Is STRONGER Than Cast Iron)

Bolt Made of LAMINATED
Hardened Steel With Full
ONE INCH Throw

## BIG VALUE & FEATURES THAT SELL

Case and strike are of DRAWN STEEL, black japanned.\* Size 33%" x 23%". Back set 23%". Bolt throws FULL INCH and is made of LAMINATED Hardened Steel, brass plated.

Cylinder is of accurately machined Solid Brass, Pin Tumbler construction.

\*Can also be furnished with Cadmium Plated Finish in quantity lots on special order.

## The Eagle Quality Line

Night Latches Store Door Sets Wood Screws
Trunk Locks Padlocks Stove Bolts
Front Door Sets Cabinet Locks Machine Screws



**Branch Offices:** 

521 Commerce St. 179 N. Franklin St. 114 Bedford St. Philadelphia, Pa. Chicago, III. Boston, Mass. Works at Terryville, Conn.



The fact that Greenlee Spiral Screw Drivers are different would not be of much importance, if these differences did not make them better—better to use and easier to sell. But they do, as can readily be proved by trial. You will find that the spiral is fully enclosed to exclude dirt and provide for complete lubrication; that all adjustments are made without moving the hands; that a full grip is provided for the guiding hand; and that they present a most attractive and well-balanced appearance.

These features make Greenlee Screw Drivers easy to sell. But, best of all, they stay sold, because of these features and because they give dependable service and have long life. Just order one now and try it out, or let us send additional information.

GREENLEE TOOL CO.
1715 Columbia Ave. Rockford, Illinois

#### Enterprise Grater And Food Chopper

The "Enterprise" Meat-and-Food Chopper manufactured by The Enterprise Mfg. Co. of Pa., Philadelphia, Pa., is now being offered with a Grating attachment. The grater is inserted



simply by removing the chopping knife and plate. The grater may be used for a great many different foods. It is said that there is no loss of juices.

#### Catalog On Skilsaw Portable Electric Tools

This catalog (No. 36) contains more portable electric tools than have heretofore been offered in any Skilsaw catalog, it is stated. It attractively illustrates the firm's tools and accessories as well as their application. Detailed descriptions and specifications are given along with price informations. The catalog introduces five new models of Skilsaw drills which round out its line of drills to fourteen units. Sizes range from ½" capacity in steel to ½" capacity in steel. Skilsaw, Inc., 3310 Elston Ave., Chicago.

## Safety Pulley For Clothes Lines

The Safety clothes line Pulley is said to give exactly twice the clothes hanging space as the old fashioned two pulley line. Clothes travel around the pulley on line and cannot slip off. Safety Pulley eliminates leaning out of window to hang up heavy wash. Connector regulates and restores proper



tension. Safety patented clips are rustproof and will not discolor clothes. Sets are made up of 3. Safety Pulleys, 3 hooks, 24 clothes line clips and 1 clothes line connector. Sold through jobbers and in locations where jobbers can't supply sold directly at 33 1/3 per cent discount in small quantities: 25 sets and up, 40 per cent. Safety Clothes Line Pulley, Inc., 381 Main St., New Rochelle, N. Y.

## Catalog on Screws Bolts and Nuts

The 1936 catalog of the Pheoll Mfg. Co., 5700 Roosevelt Road, Chicago, Ill., contains the latest price lists, American standard dimensional data, weight tables and other information on screws, bolts and nuts. The special products illustrated are a few of the many manufactured by the company and are presented to show the wide variation in head, shoulder and collar formation and the application of secondary operations such as forming, pressing, trimming, slotting, pointing, drilling, knurling, etc. The catalog is arranged with a thumb index.

#### Clock Displays Of Warren Telechron Co.

Colorful metal display stands have been designed for dealers to feature in their windows or on counters the clock models of the Warren Telechron Co., Ashland, Mass. The stand for the alarms, "Deputy" and "Aladdin," is available free with the purchase of six of these models. The stand for "Kitchenguide" or "Consort" is free with purchase of six of these kitchen or bathroom models. Each stand has a rack for holding free circulars prepared especially for the dis-



play. Alarm stand, 12 x 18 in., has an orange background, with white letters and black outlines. The background of the kitchen clock stand, 12 x 12½ in., is black with orange letters and white outlines.



Digitized by Google

## Here's A Line You Can Push To FARE YE WELL!

## **Peerless Folding Furniture**

The demand for folding furniture—consisting of both the Ine demand for folding furniture—consisting of both the plain type for camping and general use and the fancy colored variety for homes, hotels, beaches, boats, etc.—is enormous! And one sale leads to another!! It will pay you to push the Peerless line of straight and rocker chairs, recliners, stools, cots, tables, beach backs, etc.—the standard for years. If you have not been selling this folding furniture, look into this for 1936 sales. Just write us that vou're interested.

#### Here's a New Item in the Low Price Range

Among our new items for the new year, we offer two unique chairs.

The No. 95 Chair is light, yet strong, with a durable reinforced seat. For added comfort, the front is 16 in. high while the back is only 13 in. Size of chair, 24 in. wide over all, 30 in. high, seat 16x16 in. Strong rockers riveted on the front legs, and attached to the rear legs in such a way that they are easily and quickly disconnected for folding into a bundle, 35x7x24½ in. Let us send you an assortment in multiples of six!



The No. 90 Chair is the same No. 95 Rocker in every detail as the No. 95 except that it is a straight chair. Folds to 32x5x24 in.



—and the Old Reliable

## **TUCKER'WAY!**

Of course, don't overlook our all-wood folding chair which won't tilt, and folds flat. This chair will withstand hardest treatment. Opens and closes easily, with foot. In natural finish, or variety of colors; regular or juvenile size. Sell these highly salable chairs.

## New Catalog Ready!

No. 85

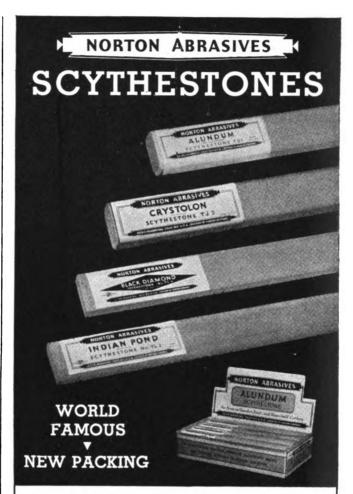
Our 1936 Catalog illustrates in six colors some of the most important numbers of the Peerless line. It also feafor sportsmen, etc.

Sond for free copy! Write Dept. K-16.

Samples of these items will be sent, to be returned or hept as part of order

TUCKER DUCK RUBBER Dept. K-16

Fort Smith, Arkansas



In 1936 give your customers a real choice. No one abrasive can produce all the edges demanded by different mowing jobs. At least two kinds of grit are an absolute necessity.

Items: 12 Brands — 16 shapes and sizes.

Prices: From 10c. to 35c.

Grits: 2 Electric Furnace -

NORTON ALUNDUM (Aluminum Oxide) NORTON CRYSTOLON (Silicon Carbide)

2 Natural Grits -

New England Quarried Stone. Grindstone grit.

Displays: Alundum, Crystolon Black Diamond and Indian Pond are packed one dozen each in bright new counter cartons.

> Send for illustrated folder describing these Scythestones

BEHR-MANNING (DIVISION OF NORTON COMPANY) TROY, N. Y.

BEHR-MANNING	• 1	roy,	N.	Y.
--------------	-----	------	----	----

Please send descriptive folder on the 1936 Scythestone line.

Name

Street City

HAa1166



INDIANA STEEL & WIRE CO.

## Gone Forever

(Continued from page 31)

six states are: Arizona, California, Illinois, Missouri, South Dakota, and Washington.

Recently, at a luncheon in New York City of the Tax Policy League, the experts participating were unanimous in agreeing that when a so-called "emergency" sales impost is once made law there is a tendency to prolong it unduly and even to make it permanent. The New York City sales levy was cited as an example. Scheduled to end last December, the city's non-political administration showed no hesitancy in extending the tax. The city fathers found it "expedient" to continue "an easy source of revenue."

Unbiased evidence, just made available in a book entitled "The Sales Tax in the American States," shows that approximately 32 per cent of the hardware merchants operating in the sales-tax states have reported a loss of trade as a direct result of the tax.

Financed by the Rockefeller Foundation, this book is based on thousands of interviews obtained at first hand by a group of experts from Columbia University. Typical findings, selected because they refer specifically to hardware retailers, are as shown in Table 1.

Chief reasons for loss of customers given by those reporting from all lines of business are tabulated in the order in which they were most frequently mentioned:

- 1. Customers' resentment.
- 2. Low dollar value of merchandise. The sale price is so small that addition of a tax drives customers away.

- 3. High dollar value of merchandise. The sale price is so large that addition of the tax constitutes a sizable amount.
- 4. Well-known and customary prices. Prices have been so well advertised that an increase to compensate for the tax is immediately noticed.
  - 5. Severe competition.
  - 6. Other reasons.

Four classes of competition were cited as having benefited by the loss in trade incurred in the sales-tax states: (1) Mail Order houses, (2) Other out-of-state companies, (3) Competitors who absorbed the tax, (4) Other competitors. On this phase, the hardware dealers reported as shown in Table 2.

With the exception of grocers, druggists, and dealers in automobiles and radios, hardware merchants showed a greater percentage of their number who lost business than any other class of merchant. In Detroit, for example, 28 per cent of the hardware men interviewed reported a loss; but only 12 per cent of the shoe retailers, 13 per cent of the merchants of women's apparel, 13 per cent of the book dealers, 14 per cent of the dealers in ready-made clothing, 17 per cent of the department store merchants, 19 per cent of the dealers in men's furnishings.

The conclusion to be drawn from these impartial findings is obvious. A state sales tax is a serious detriment to business improve-

Location	Number Interviewed	Number Who Lost Sales	Percentage Who Lost			
Chicago, Ill	. 244	89	36.4			
Detroit, Mich	. 102	28	27.6			
Monroe, Mich	. 3	3	100.0			
Rock Island & Moline, Ill	. <b>3</b>	3	100.0			
TABLE 1						

Location	Number Reporting	Mail Order	Out-of- State	Competi- tors Who Absorbed	Other Competitors
Chicago		2	1	54	28
Rock Island & Moline	. 3		3		
Detroit		3	2	12	11
Monroe	. 3		3		
	•	TABLE 2			







## **NATIONAL WINDOW SCREENS** and SCREEN DOORS are **PACKED RIGHT!**

● "The way National Screen Doors and Window Screens are packed is a great boost to my sales. My customers know that a manufacturer who is so fussy about the way he packs his products—even such big sturdy articles as National Screen Doors-is also fussy about the way be makes them. And they're absolutely right. National Screen Doors and Window Screens are everything the manufacturer claims them to be-sturdy, handsome and PERFECTION ITSELF in every detail.".

## NATIONAL SCREEN CO., Suffolk, Va. Please send us a copy of your 1936 catalog showing the complete line of National Screen Doors, Window Screens and Ventilators. Address New York Office: 253 Broadway Southern Selling Agents SAND & HULFISH, Baltimore INCORPORATED

ment, particularly for hardware retailers.

What makes the sales tax especially onerous, however, is that, up to a certain point, it is extremely difficult for the average hardware dealer to pass the impost on to his customers. Incontrovertible evidence to this effect can be found in the study by the Rockefeller Foundation. For this study, 10 per cent of all the retail merchants in New York State were interviewed at the time a 1 per cent levy, since repealed, was in effect in that state. Among them were 283 hardware dealers. Approximately 38 different lines of trade were covered.

In summary form, this is the extent to which merchants in nine

of the retail trades surveyed shifted the payment of the sales tax on to their customers: (see table)

Analysis of this little table shows at once that a sales tax on merchandise of high price is easier to pass on than a levy on merchandise of low price. The survey, in fact, points out specifically that "in such businesses as confectionery, drug, dry goods, fiveand-ten-cent, grocery, hardware, and stationery stores, where a substantial part of the merchandise retails at prices under one dollar, an increase of only one cent is much more noticeable to regular customers than is an increase of a few cents on a higher-priced commodity less frequently sold."

In the light of this evidence, a

sales tax as far as the hardware man is concerned means a virtual cut in his profits. If the hardware dealer cannot risk passing on the tax, either because of competition or because of the possible resentment of customers, then he must shoulder the burden himself.

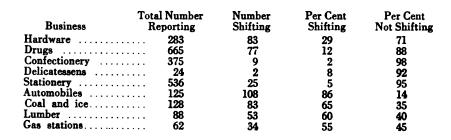
The imposition of sales taxes by the separate states, moreover, results in complications not inherent in other types of taxation.

#### Business Lost to Nearby State

A sales levy in a state located next to one where there is no such tax is a case in point. Hardware merchants operating in sales-tax states have already seen thousands of dollars in business go to the merchants stationed in the adjoining commonwealths. Hardware men located in Omaha and other border cities in Nebraska, which has no sales tax, recently reported that business for them has been far better than the general improvement throughout the country seems to warrant. They ascribed this to the fact that there are sales levies in five of the six adjoining states. Conversely, merchants in Council Bluffs, Iowa, which is across the river from Omaha, reported the poorest business they have had, simply because trade has been driven by the tax to the city across the border.

Another example: Because a state tax cannot be levied on goods passing in interstate commerce, customers in sales-tax states may order merchandise tax-free from mail order houses in distant cities. The mere fact that the mail order houses last year and the year before reported a sharp increase in volume over 1933, despite the depression, is further proof that retailers are losing business because of sales taxes.

It is true that a state which usually does not adopt a sales impost must usually impose some other burden, like a higher income tax or a real property tax, in order to obtain added revenue. But in the latter instances, the tax burden is distributed over a larger number of backs in different classes; whereas, in the case of a sales tax, the effect in actual practice is that







## What You Assure Your Customer When You Sell A DIETZ LANTERN

- Highest Lighting Power to be had in a Kerosene Lantern.
   Storm-proof dependability—tested in the wildest storms of every country on the globe.
  - What You Assure Yourself When You Sell
    A DIETZ LANTERN
- Saved selling time through handling merchandise of known reputation—universally popular—always salable.
- Satisfaction in a sale that's always money's worth—sure to please—and profitable.

#### R.E. DIETZ COMPANY - NEW YORK

MAKERS OF LANTERNS FOR THE WORLD. FOUNDED 1840
Output Distributed Through The Jobbing Trade Exclusively. We
Do Not Sell Chain Stores, Catalog Houses, or Syndicate Buyers.



"Correct in Every Weigh"

# COUNSELOR Bath Room Scales

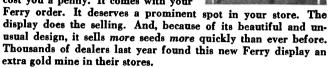


## LET THIS "SUPER-SALESMAN"

## ADD TO YOUR STORE PROFITS

As HEADQUARTERS for garden tools, you should make vegetable and flower seeds a big item in your spring and summer sales. And here's the easy way to make them pay worth-while profits. . . . Send for the new Ferry display, or, if you already have yours, put it to work to the limit.

This modern merchandiser doesn't cost you a penny. It comes with your



But that isn't all. This year your Ferry Seed sales are backed by the largest national advertising campaign we've used for many years. Garden fans will be on the lookout for the Ferry display. Make sure they find it in YOUR STORE! Make your store SEED HEADOUARTERS.

The Ferry display gives you a complete line of purebred vegetable and flower seeds in packets and cartons. We are also equipped to serve you with seeds in bulk. Write for detailed information today. Ferry-Morse Seed Co., Detroit, Michigan, or San Francisco, California.

## FERRY-MORSE SEED CO.

# They're

NW

That's Why Fowler & Union Brands Have Been the Blacksmith's Favorite for Over 50 Years! Hardness Uniform from head to

them to go.

point, do not buckle in hard feet, drive where you want

Shape Clean, accurately centered hold-fast head; perfect-taper blade, entirely free from "waves." Sharp, reinforced point.

Quality Made on our own precision machines, so accurate that every nail in the box is exactly the same.

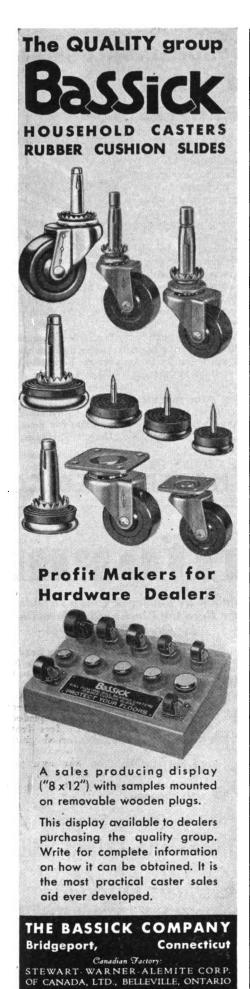
Three Quality Brands

**NORTHWESTERN-CROWN-UNION** Cold-Rolled

ORSE NAILS

Order from Your Jobber

FOWLER & UNION HORSE NAIL CO. 1000 MILITARY ROAD, BUFFALO, N. Y.



the retailer is made to be the chief sufferer.

Proponents of sales taxes in this country say that "a sales tax is ideal because it affords justice to industries heretofore singled out for discriminatory and burdensome levies on their particular products." This statement is inconsistent on the face of it. When retail sales are taxed, isn't this (by the same token) discriminatory against retailing?

Because of the country's large unemployed and because of the concomitant need for immediate relief, politicians have seized upon the sales tax as a quick means of raising huge revenues. Their success in securing virtually unobstructed enactment of necessary legislation for the purpose is due almost entirely to the fact that the retail trades are less organized than are perhaps any other class of industry or profession in the United States.

At the present moment, there are 24 states in which there are no sales taxes. Unquestionably, while the jobless still number into the millions, efforts will be made to secure sales taxes in these remaining commonwealths. In the eight states in which the legislatures are now in session, not to speak of special sessions scheduled in a number of the other states, sales tax proposals have already been presented. And in the case of the special sessions, these are to be called in practically every instance because of the pressing need of raising money.

#### **Begin to Combat Tax Bills**

Hardware merchants are warned, therefore, to begin now their preparations to combat these bills. Following is a summary of what can be done in preparation:

- 1. Stir up every hardware dealer, and every other merchant as well, to the danger of an impending sales tax so that a solid opposition may be created.
- 2. Organize effective cooperation between the small rural merchant and the large city dealer, between the independent and the chain. The rural dealer and the independent represent numbers and so can command the attention of politicians. The big city dealer

and the chain can usually supply the funds necessary in combating a legislative proposal.

- 3. Line up organized labor in your behalf. It is significant that, of the 10 states where organized labor actively took a hand in fighting a proposed sales impost, in only four was the tax passed.
- 4. Contact the politicians and keep after them. When a man announces his intention of running for office, get him to state his views. If he is inclined to favor a sales levy, work for his defeat. As for the man now in office, let him know definitely and frequently that if he votes for a sales tax, you will cut off your support in the next election.
- 5. Get the public on your side. This is by far the most important. Merely convince customers that a sales impost will mean they will have to pay more for their goods, and you will have no trouble in obtaining their backing.
- 6. Arrange for propaganda of two kinds: (1) To legislators, (2) To consumers. The moment a sales tax is presented to the legislature, flood your lawmakers with telegrams and letters of protest, prepare circulars and leaflets to be distributed to the public, call a mass meeting. Because mass meetings invariably make news, this will insure you publicity in the press.
- 7. Write letters to the editors of your daily papers. The more such letters they get, the more they will be inclined to advance your cause.

#### Color Indexing For Jenkins Valves

This type of valve wheel is molded of colored plastic materials. It was developed by Jenkins Bros., 80 White St., New York City, for special use on their valves to make it possible to designate valves for steam, water, air or any other fluids and gases by distinctive colors. Five standard colors—blue, red, black, green and gray-are offered, unmarked and with five standard service markings molded in relief. Wheels can be made up of special color or with special markings. This makes the wheel adaptable to use on valve equipped apparatus and is also well suited to plumbing and heating installations. The manufacturer states that the Jenkins colored wheels are strong, cool to the touch, easy to grasp, sanitary, permanent in color, and pleasing in appear-



A good roller skate-must be right on design and construction. Good steel-tempered for wearcorrect assembly by expert workmen-and a proven record for service. These are factors which establish a fair resale price.



Low prices can only mean cheap merchandise and eventually—failure. We have seen many firms come and go, but "Chicago" Roller Skates are still the best. Dealers can sell "Chicago's"—build repeat Dealers can sell Chicago's — business—establish confidence in their trade and profit by our protected policy.

Write for details of Complete Line. Get our price range and sales policy.



CHICAGO ROLLER SKATE CO.

Roller Skates With Records for Over 33 Years 4456 W. Lake Street 1 - 1 CHICAGO, ILL.



MALLMASIEK
Sturdy and attractive. Door hinged
at top (always
closed). A 75¢ mail
box that can be
sold profitably for
65¢ or less.

Ask your jobber.

## **MILLIONS of HOMES** NEED THE NEW MAILMASTER

The millions of out-moded and disreputable mail boxes in use today that should be replaced, plus the new houses being constructed, make the demand for new mail boxes greater than ever before-not only for low-priced boxes for modest homes, but also for better mail boxes like our TUDOR MAILTAINER which will harmonize with the richest surroundings.

Display the Fulton Line of Mail Boxes and make this one of your major items—a splendid source of profit.

Write us for catalog showing complete line of mail boxes.

## PATENT NOVELTY COMPANY

305 Eighth Avenue

Falton, Illiuois

POLLY PRIM DUST PANS POLLY PRIM RECIPE CABINETS RUST-RESISTING MAIL BOXES POLLYANNA DUST PANS

JUMBO FIRE SHOVELS FULTON CRUMB SETS FULTON DOCUMENT BOXES BLUE-BIRD INDOOR CLOTHES LINE





Here's the tool that is nationally advertised with more than two million monthly circulation back of it. In its fourth successful year. The demand is growing everywhere. A demonstration sells it.



Revolutionary Performance

For constant service. Nothing else like this easy-to-handle production tool for saving time and labor. Fastest, smoothest, most powerful tool for its type and weight (12 oz.). 6" long, 15%" diameter. 25,000 r.p.m. Sells for \$18.50. (6 Accessories

DEALERS—write for discounts and our special offer to place in your hands a Demonstrator Outfit.

CHICAGO WHEEL & MFG. CO.

1102 W. Monroe Street CHICAGO, ILLINOIS Free BOOKLET

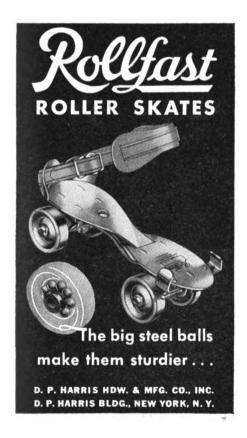
SEND FOR







TODAY!



## Picture Framing

(Continued from page 27)

Accordingly, Mr. Muroff took some instructions in framing. He built a large flat table in the back of his store and covered it with canvas. He purchased a fine stationary motor drill and a chopper, and set up a small vise. He then laid in a couple hundred dollars worth of molding and picture glass. He was now ready for business.

The chopper is a keen edged devise that cuts the molding at an exact 45 degree angle without pulling any splinters that will mar the finish or the fibre of the wood. It is a necessary tool for making a clean, perfect joint quickly. The drill is used to make holes for the wire brads, to prevent any splitting of the fine molding. Brads and glue hold the joints together. A varied stock of molding is necessary in order to cater to the various tastes of the customers.

A little advertising and a window display started the business moving. Everything from large oil paintings to barber price schedules were brought in, and Mr. Muroff found no more leisure time. He bought reproductions of several classical paintings, arranged them in attractive frames and offered them for sale. Such

items helped stimulate business and made wonderful displays. Mounted photographs of movie stars and other more local celebrities likewise formed attractive ads.

To display the various types of molding in stock, Mr. Muroff built a triangular post about three feet high. On the three sides of this post he hung samples of the more popular types of picture molding. Each sample comprises two six-inch strips joined at right angles. These are suspended at the joint and can be easily removed to hold against a picture for comparative purposes. This gives the customers an easy means of selecting the molding best suited to their tastes.

The business of picture framing grew as the excellent workmanship of Mr. Muroff became better known. Not only has be attracted much of the normal public's business, but he reaches the regular trade of the town's business shops. Display signs, price schedules, professional notices and awards are all brought to this hardware store for framing.

And does the business pay? Well, at the present time, Mr. Muroff carries an inventory of over \$500, purely for the framing business.

## How to Use Secondary Sources For Light

(Continued from page 29)

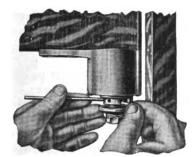
White and light tints mean maximum light reflection. They mean that you will get both more and better distributed day and artificial light. Harsh contrasts and glare will also be avoided. Both fully indirect and semi-indirect illumination are especially dependent upon the reflection values of surrounding surfaces to attain the greatest efficiency. Ceilings are the principal reflectors, and should therefore be given first consideration. Flat or semiflat white paints are recommended for all ceilings, and are the best

means of obtaining brilliant, but soft and evenly diffused light over all counters and displays—both high and low. Only in this way can merchandise appear its best.

Local lighting units are generally desirable to illuminate special displays sufficiently to set merchandise off to good advantage. The recommended footcandles of light depends upon the nature and color of the goods on display. Darker items require more brilliant illumination, and it is sometimes desirable to diffuse the light from local sources.

## ~(CHICAGO)~ SPRING HINGES

New "Sagless" Spring Pivot-Hinge



Туре 4007

#### **Exterior Tension Adjustment**

An improved hinge for the gates in modern buildings and for replacing obsolete equipment in buildings to be made modern.

The exterior tension adjustment permits regulating the spring power, after the gate has been hung, to suit different sizes and weights of gates or individual

Chicago Spring Hinge Company.

U. S. A.

CHICAGO

NEW YORK

Classified ads in Hardware Age July 12, 1935.

GLVIN W. MCCUTCHEN & CO., INC.

( w m Etchen

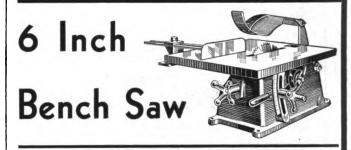


Order from your jobber today . . . display this selling display carton and make MORE Blac-Link **Profits!** 

Carries Underwriters' Label

THE CHASE-SHAWMUT CO. NEWBURYPORT - MASS.

FUSE SPECIALISTS SINCE



A bench saw liberally priced, which the home craftsman may well be proud of . . . the mechanism and smooth operation are revelations. An ideal size for the home workshop . . . operates with a precision that is amazing. Table is tilted 45 degrees by an instant adjustment. 6-inch blade, with cutting capacity of 1% inches, is raised or lowered, and held in position on saw arbor by clamping hand wheel. Saw guard with splitter, regular equip-ment. Combination fence and mitre gauge fully adjustable and a time saver. Finish gray enamel. Many other fine features.

Order from your jobber

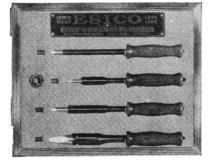
## ARCADE BENCH SAW

ARCADE MFG. CO., FREEPORT, ILL.





## NOW THERE'S REAL MONEY IN IRONS, thanks to ESICO



THE ONLY ELECTRIC SOLDERING IRON LINE, properly merchandised that guarantees a profit. The handsome, chromium trimmed display panel—supplied free—featuring four quality Esico irons—will be your most active salesman.

A national advertising campaign, stimulating consumer interest—proper display material—territorial protection and standard prices throughout the country, plus a quality item—make it really worthwhile to push Esico, the iron that is easy to sell. Complete information furnished upon request.

ELECTRIC SOLDERING IRON CO., Inc. 342 West 14th Street, New York, N. Y.



## Power Tools Kirch's Best Line

(Continued from page 33)

stocked and in additional several s m aller machines and a wellrounded assortment stock of accessories are also carried.

In getting out-of-town business the store has found that a complete stock is a decided asset. Mr. Kirch says, "You can't sell it if you don't have it," and he makes it a point to see that the store always has an adequate stock of power tools and accessories. He declared that it is practically impossible to anticipate the demand, and on this account a stock large enough to cope with unexpected emergencies is carried. As evidence of how difficult it is to attempt to judge the demand in advance Mr. Kirch said that there had been times when the store had not sold a flexible shaft unit for two months, then all at once two such units were sold in a single day.

The store was surprised to find that business in accessories now accounts for approximately onefifth of the total volume in the line, and this percentage is steadily increasing as additional selling effort is made. Demonstrations of the new accessories are just as effective as they are with the machines, and the latest attachments and supplies are shown in use at every opportunity. The markup obtainable of accessories is also said to be greater than on most other merchandise carried by the store.

While most power tool customers purchase one tool at a time, the store has sold several fairly complete motorized shops for sums ranging from two to three hundred dollars. In some cases, despite the store's protest, customers who are just starting to equip a homeworkshop will insist on buying the smallest and least expensive tool available in the type desired. The store makes every effort to convince such customers that the small inexpensive tools are not capable of producing the type or size of work that is often expected of them, but this advice, in some cases, is unheeded with the result that the customer usually returns within a few days for a larger and better tool. In instances of this kind the store takes the small tool back at an allowance which is mutually satisfactory, and this allowance is deducted from the price of the larger tool.

## More Electric Pumps

(Continued from page 39)

out of the store in the morning and back in at night. But the demonstration pump outside eventually became a nuisance. Mischievous boys would open the faucet just to see it run, and leave it that way to make grand circulation for the water in the tub. Once an old man took his collapsible tin cup from his pockets and expected to get a cooling drink. What he got was a swig of stale water that caused him to report unfavorably in the store. So the demonstrator was discontinued and more modern ones were shown on the floor. That is really sufficient, says Woker, since so many of the electric pumps are about the territory. New prospects are advised to talk with old customers for pump information and it actually becomes a case of satisfied users making the sales, Woker says.

"There is one question that prospects invariably ask," he said. "They want to know, first, how long a pump will last. We tell them we don't know; that the first one we ever sold is still going, and that very little expense on it has been necessary. We state where that pump is, and suggest that the prospect go out and see it. Or we name the electric pump user closest to his home. We know that the owner of a quality outfit will have only words of praise for it. The chances are, though, that the prospect has already been going the rounds getting first hand information from users, and so is only

## KOHLER QUALITY CURRY COMBS



OPEN BACK

CLOSED BACK

## THE POPULAR 1936 LINE



**FOLDING CHAIRS** AND NUMEROUS

OTHER SPRING AND SUMMER ITEMS

SEND FOR CATA-LOG AND FULL DETAILS.

K - R CO... 1836 Euclid Ave., Cleveland,

No. 0681/-



Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good



Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of HARDWARE AGE. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.



**Philadelphia** METAL SPONGE SALES CORP.,

## NO MORE "GYP" FLINT

(AS FAR AS WE ARE CONCERNED)

Effective January First, 1936, we have discontinued the manufacture of Flint Sandpaper in the  $8\frac{3}{4}$ " x  $10\frac{1}{2}$ " size.

On and after that date we offer only our First-Quality JEWEL Brand, full 9" x 11" size, made from first-quality materials and packed either in the waste-saving Jewel carton or the time-saving Jewel shelf dispensing box.

#### A Genuine Jewel Abrasive BEST OF THE BETTER BRANDS



And—best of all—Genuine First-Quality JEWEL Sandpaper will cost you no more than the "scalped" size!

## ABRASIVE PRODUCTS, INC.

Manufacturers of Coated Abrasives for Wood, Metal, and Leather Working SOUTH BRAINTREE, MASS., U.S.A.



General descriptive catalog, now on the press, lists many improved time and money-saving abrasives. Shall we reserve your copy.

Just mail the coupon-Pin it to your letterhead if you prefer.

Abrasive Products, inc. South Braintree, Mass.

Reserve my copy of your new catalog (H.A.4)

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NAME	• • • • •	· · · · · ·	•••	• • • • • • • • • • • • • • • • • • • •	• • • • • • • • • • • • • • • • • • • •	• • • • • • •





making some sales resistance on general principles."

But much of the time the customer would take the smaller of two sizes being shown if he were not talked into accepting the larger one instead with its better advantages for only a slightly higher price. It is pointed out that while the smaller one handles 275 gallons an hour, the larger one throws 400 gallons, a difference to consider if much water is to be used for livestock consumption,

irrigation purposes, or any other large usage.

There are the cheaper pumps always coming along in competition, but Woker finds that first of all the Turnock Hardware store customers seek quality, so quality is talked up all of the time. "But one must know every detail of electric pump mechanism, else something may be left unmentioned, and the mail order house may get the sale on the price argument alone," Woker asserted.

## The Adams Family

(Continued from page 80)

warned them against the danger of side issues. He said what they needed was concentration. Then he added: "If I had concentrated I might have been a rich man today. But instead of devoting all of my time and attention to poker playing, I went into the hardware business and trying to run this hardware business always diverted my mind from poker playing."

This article about the West should be especially interesting at this time, as a number of very interesting Western stories have been written recently. One of them that goes into great detail about the old days is called "Honey in the Horn." That is an odd name. It was taken from an oldtime Western dancing song. Another Western book that takes us back to the buffalo hunting, Indian fighting days of 1840, is the "Autobiography of Kit Carson," just published by R. R. Donnelley & Sons Company, Chicago. One page in this book in Kit Carson's handwriting, reproduced by photography, is especially interesting. It is the story of a fight Kit Carson had with a bully in their trapping camp. This bully had passed out the word to all and sundry that he could lick anybody in the neighborhood. The bully was sitting on his horse with his rifle across the pummel. Kit Carson, who was on foot, inquired if what he had to say applied to him, too. The bully allowed it did. So Kit turned to a man standing nearby, borrowed his

Colt pistol, jumped on his horse and rode up to the bully so close that the horses' heads touched. Said Kit to the bully: "If you lift that rifle you are a dead man." The bully fired point blank from his hip. Kit Carson's hat spun around on his head. Simultaneously Kit's pistol barked, and the bully's right hand dropped. His arm had been broken. Bystanders said that the two men fired so close together that they only heard one report.

Carson is described as a medium-sized man, with broad shoulders and a deep chest. He had sandy hair and blue eyes. It is a curious fact that most of the dangerous men in the old Wild West days were of this type. Billy the Kid also had blond hair and blue eyes.

In 1936 the state of Texas will celebrate its Centennial. A good book about Texas is "The Raven," the life story of Sam Houston. Don't fail to read it.

I can't finish these references to the old wild West without telling one of the favorite stories of a sister of mine who married a mining man. She went with him one time to visit one of his mines in Montana. They stopped at a very small, primitive hotel in the camp. Bill Thatcher was the ex-bad man of the camp, and had just been elected sheriff. Bill had eleven notches in his gun. He stood six feet four inches in his stocking The camp decided to have a dance in the hotel that night. While my sister was in her



#### **Correct Gun Protection**

#### RIGHT NOW

SHOOTING customers know the need of removing leading or metal fouling from gun bores after the shooting season. Sell them the sure, quick-working solvent to do

#### HOPPE'S No. 9

famous for cleaning gun bores mirror bright and preventing rust. 2 oz. bottles. . . . . They'll need, too—

#### **HOPPE'S Cleaning PATCHES**

Clean canton flannel, of correct thickness, cut round and also oblong for cleaning shotguns, seven sizes. Packed in dust-proof, attractive cartons.

#### **HOPPE'S Lubricating OIL**

does the same good job for their gun actions—abolishes fric-tion, cleans and polishes all exposed surfaces. Specially re-fined, will not gum. Excellent for house-hold, office, home workshop. 3 oz. cans.

#### **HOPPE'S Gun GREASE**

Needed now for coating bores, and all metal parts, of guns put away till Spring. Thorough anti-rust protection indefinitely. Large 2½ oz. tubes.

Your Jobber will supply you promptly with these standard products needed by all your shooting customers. Order now.

FRANK A. HOPPE, Inc. 2314-A North 8th St., Philadelphia, Pa. NEW YORK-Ed. W. Simon Co., Inc., 302 Broadway

LOS ANGELES-H. L. Bowlds, 108 West 2nd St.





REAL sales representatives advertise in the "Sales Accounts Wanted" columns of the classified advertising section of HARDWARE AGE.



#### TROWBRIDGE GRAFTING WAX

"Best since 1850." The leading Hand or Brush Wax for grafting, budding and trimming of all

ing, budding and trimming v. ar-fruit, ornamental trees, shrubs and vines. Also for painting tree cuts and bruises. New ¼, ⅓ and 1 lb, pkgs., also 5 and 10 lb. containers. Ready, profitable seller.

GRAFTING WAX



#### Treekote Emulsion

The new and efficient tree wound dressing, pruning and grafting compound for all types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weather. Economical. 1 pt. to b gal. cans. Write for Prices.

Walter E. Clark & Son Milford Box E

AUTOMATIC ELECTRIC ROASTER with Signal Light Temperature Control Delicious food, full flavored and easily prepared - is the reason for the Nesco's National

popularity. Heré is a gift supreme for the whole familygratifying profit possibilities for your Houseware Gift Counters . Write for prices and

Holiday promotion suggestions in the Nesco Line.

NATIONAL ENAMELING AND STAMPING COMPANY 452 N. 12th STREET . . MILWAUKEE, WISCONSIN





#### AT YOUR SERVICE?

THE "Who Makes It"
Editor will be glad to
help you in your search
for the name of the manufacturer of that product
you are interested in.

If you do not find it or its trade name listed in the current Directory Number, in all probability it has been incorporated in the revised listings that are being prepared for the next issue of the Directory Number. Many such changes are being made daily and the listings brought up to date.

If your current Directory does not give you the information you seek, write the "Who Makes It" Editor. He's at your service!



room getting ready for the dance, there was a gentle tap on the door. She opened it and there stood Bill. He told her that he had had a bath down at the barber shop, had had a hair cut and a shave, had put on clean clothes and was all ready for the dance except for one thing. Would my sister help him out? She said of course should would be glad to, but im-

agine her surprise when Bill said that the one thing that would just fix him up all right for the festivities was some perfume. So Suzie reached for her atomizer and sprayed Bill front and back with the perfume. The dance was a great success and Bill was the man of the hour—"Salaam All—balance to your corner, dos-ados."

## Major Effort for Major Lines

(Continued from page 42)

jobber, who would in turn establish the franchise with electrical or specializing retailers, who are, incidentally, the hardware dealers new and very dangerous competitors.

Several wholesalers I know are outstanding for their aggressiveness in the promotion and sale of these major lines. Not only have they built up a most enviable volume, but through this effort have caused the best hardware trade throughout their trading area to become much more closely associated with them, resulting not only in a very nice and profitable business on major lines, but handsome increases in the sale of regular hardware to these specializing hardware stores.

The hardware trade should real-

ize the danger of these specializing retailers, who will, without a doubt, eventually put them out of business so far as major lines are concerned. They should begin now to establish themselves as headquarters for a good popular line of stoves and ranges, washing machines, electric refrigerators, radio sets, etc. By making a connection with a distributor who controls lines, which are backed by manufacturers with merchandising ideas and dynamic selling schemes, they should set up a separate division to handle these sales, using outside commission salesmen. It is not too late to dominate their market, as after all they are known in their communities as the dealers in such merchandise.

## American System of Enterprise

(Continued from page 70)

tional system of enterprise. They have, to be sure, regimented the jobless, but that would have had to be done in any event. We cannot let our people starve, nor has anyone starved through neglect during this crisis.

They have regimented certain classes of farmers, some of whom were in distress and others of whom were deficient in self-respect. Meanwhile it has been amusing to observe how carefully they have kept hands off organized labor, probably on the assumption that their efforts would be resented—to say the least.

The great majority of business men, from the small retailers to the presidents of large industrial organizations, have continued on their independent way, trying to keep the income a little ahead of the outgo, by the exercise of all the ingenuity and initiative they possess. In the beginning when codes were proposed as a method of distributing work among more persons, these business men did their best to cooperate. When the codes were decently interred, our typical business men shrugged their shoulders and went back to the task of trying to make a little money in the way they had learned during half a lifetime.

The same determination to make the best of it extended throughout the business and industrial establishments of the country. Because the attention of the average newspaper reader has been repeatedly

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## SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS
ANTIQUE BRONZE — ALUMINUM

## HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA

Send for the latest

## TROW & HOLDEN CATALOGUE

Stone Working Tools TROW & HOLDEN CO.

Barre, Vermont



model carries a liberal margin for profit. Order from your Wholesaler.

HAMILTON BEACH CO., Racine, Wis.

## SURE GRIP ROPE CLAMP

Easily Tightened . . . . Easily Loosened



The only one of its kind! A pull on the rope tightens the line . . . a pull on the handle loosens it. Sturdy, efficient, unique. Takes 4 sizes of rope, from %" to %". In Malleable Iron Cadmium Plated or Solid Brass. Write for sample and low price.

#### SURE GRIP ROPE CLAMP CO.

98 MAGAZINE ST.

NEWARK, N. J.

## WILDER'S Lion Half-Soles



#### Popular Display Assortment In The No. 50 Lion Tap Cabinet

Contains 1 dos. pairs each of 19¢, 15¢, 20¢ and 25¢ grades of Lion Taps. Total 4 dos. pairs complete with nails. Gross wgt. about 15 lbs. Sold through Jobbers. Retail value \$8.40, Dealer's profit 50%.

#### Refills always available.

Lion Taps are also sold for display independent of cabinet, packed one dozen pairs of a grade in an attractive display carton. Prices range from 10¢ per pair to 50¢ per pair, including nails.

Give us name of your jobber and receive FREE, a sample pair of 104 LION TAPS.

WILDER & COMPANY Manufacturers 1038 Crosby St. Since 1877 Chicago, Illinois



SWIVEL NOZZLE





## Siere / IT HAS A SWIVEL NOZZLE-Electrically Welded Seams-5" Fank Spening

## The new Brown OPEN-HED IS THE BEST

because it is ELECTRICALLY WELDED AND HOT GALVANIZED AFTER WELDING—it will last twice as long as the old-fashioned Sprayer because of this new processing and because the FIVE-INCH TANK OPENING permits therough cleaning. It has a quick, deuble acting pump leck and swivel nessle coupling for quick nessle adjustment.

This machine IS SELLING—get your share of this business NOW. Any man who uses a Sprayer will want the Brown OPEN-HED the minute he sees it—and it sells for less than the best old-fashioned models.

Write for booklet and prices TO-DAY. If your Jobber cannot supply you, WRITE US for the name of our nearest Jobber.

The E. C. BROWN CO.

750 Maple St. Rochester, N. Y.

Makers of sprayers of all kinds from Atomiser to Wheelbarrow type

## Stock HINDLEY Products

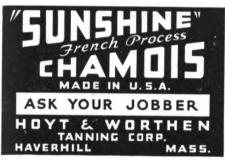
## We manufacture WIRE HARDWARE

Bright Wire Goods Cotter Pins Eye Bolts

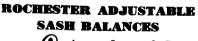
HINDLEY

MFG. CO. Valley Falls, R. I.











A product of Guaranteed quality. Real profit in handling them.

Write for prices.

Rochester Sash Balance Co., Inc. Bochester. N. Y.

13 days-

before date of issue is the closing date for the classified advertising section. focused upon the misdeeds of this industrialist, that oil man or those bankers, he must not forget that there are thousands of men of high principle and broad humanity operating businesses, which they themselves have built from nothing by vision, grit and hard work—to make money, of course, but more especially to accomplish something in the world.

It is upon that spirit that the American system of enterprise has been reared and it is that same spirit which will see us through this crisis and others, as they come. We are an extremely active, restless and ambitious people. We are constantly on edge for new things. It is typical of our individualism that the ambition of young couples starting out in life is to build a new house rather than buy on old one. They want something which is peculiarly themselves—their idea, their plan, their own.

An invention, however awe-inspiring, is no sooner completed than a whole, astounding network of manufacturing, publicizing and distributing organizations springs up almost over night. If it is something all can use, everyone wants it and, presently, prices come down and terms are arranged so that everyone can get it.

Enterprise is the word for this system-enterprise on the part of those who think up new ideas, plans and devices to make life for all more interesting, more comfortable and more useful; enterprise on the part of those who create the manufacturing system to carry out the ideas, with their money, work and machines and enterprise on the part of the selling organizations with their genius for creating, satisfying and continuing a demand. It is in this determined spirit of the people of the nation to seek constantly and unrestingly for better and higher standards of living that the seeds of self-perpetuation of the American system of enterprise are carried.

There is every valid reason to believe that the wheels of this great machine of ours are turning over a little faster each month. For there is a tremendous amount of lost time to be made up in all our activities. Nearly half our manufacturing plants are obsolescent and must be rebuilt; housing for two million and a half families—our five year normal growth—must be constructed; all the other things which have been wearing out, clothes, cars, household goods, must be replaced.

Here is another flood, which has been rising steadily for more than five years, a flood of the demand of one hundred and twenty millions for all the commodities which have not been made in all that time. When it breaks loose, as it must shortly, our friend John Citizen will wonder why he ever had the faintest doubts about the invincible power of the American system of enterprise to go on adding to the wealth and happiness of the American people.

#### Skillman Builders Hardware Catalog No. 4

Catalog No. 4 is an attractive handy catalog of the loose leaf type. New items have been added and all obsolete designs and materials have been discontinued. Attention is called to the Skillman line of mortise locks and miscellaneous builders' hardware. The firm is specializing in this type of goods for residential, small general construction, and repair work. Skillman Hardware Mfg. Co., Trenton, N. J.

#### Niagara Machine & Tool Works Bulletin No. 72-E

Bulletin No. 72-E covers Niagara Power Squaring shears for 5/16 in. and lighter capacities. Many charts are contained and the rear pages are devoted to shear knives, Niagara Shear Clutch and Shear Clutch parts, individual motor drive and modifications and special features. There is also a capacity chart for Niagara Power Squaring Shears, Niagara Machine & Tool Works, Buffalo, N. Y.

## Marble Arms & Mfg. Co. as Consumer Catalog

Marble Arms & Manufacturing Co., Gladstone, Mich., has a pocket size catalog of sights, guns, cleaning equipment, knives, axes, waterproof match boxes and other Marble specialties, which is ready for distribution to dealers. The catalogs are prepared for distribution by Marble dealers. The firm will send upon request whatever number of catalogs can be conveniently used.

## Second Edition of Raybestos Catalog

The Manhattan Rubber Mfg. Div. of Raybestos-Manhatton Inc., Passaic, N. J., is offering a second edition of its general catalog, covering belting, hose, packing, molded goods, friction material, rubber coverings, abrasive wheels, etc. New bulletins are also available on Condor Compensated, the low-tension rubber belt, Condor Whipcord V-Belts, and Condor Whipcord Endless Transmission Belts.

Make Bigger Profits on Kitchen Scales Feature the new HANSON

## SILVER CLIPPER

★ Strikingly beautiful, with silver and black dial, the SILVER CLIPPER sells on sight.

See these features:

- 2. Eye appeal 5. Reasonable price 5. Attractive profits Ask your jobber for prices.

HANSON SCALE COMPANY (Est. 1888) 525 N. Ada St. Chicago 1150 Breadway

We're not asking for it—we're offering it! The time
—February 13th. The place—Hardware Age. The
purpose—bigger and better brush sales for you. The
product—Gold Stripe Brushes, the Gold Standard of
Brush Quality.

## PITTSBURGH PLATE GLASS COMPANY

BRUSH DIVISION

Baltimore, Md.

Manufacturers of Wallhide, Waterspar, Florhide, and other nationally known paint products.

# WHITING Brush WHITING -ADAMS COMPAN 690-710 HARRISON AVENUE . BOSTON, MASSACHUSETTS



## DIRECT MAIL

Addressing and Mailing Service

Our Names and Addresses of Hardware Revailers Are Up-to-Date.

Do Not Contain Dead Names-Have No Duplications. Include All New Names.

Bring Maximum Success to Your Direct Mail Campaigns.

Our Mailing Operations Are EFFECTIVE · ECONOMICAL · PROMPTLY EXECUTED Prices Reasonable. Write for Details.

HARDWARE AGE ADDRESSING DEPT. 239 W. 39TH ST., NEW YORK, N. Y.

## **RED EDGE SCREEN CLOTH**

for double protection

The red enamel edge serves as a positive, permanent identification-prevents rusting of selvage wires under the nailing strip, where moisture collects ... and guards against breaking of wires along the strip. Write for sales helps.



BRANDS un-Rod Edge AluminA (oloetro-plated with zine) Sun-Red Edge Black (painted) Sun-Red Edge Brenze

REYNOLDS WIRE CO., DIXON, ILL.



**ALWAYS NEEDED!** A List of

#### WHOLESALE HARDWARE HOUSES Giving

Names and Addresses; Capitalisa-Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS CREDIT DEPARTMENT DIRECT MAIL WORK

HARDWARE AGE VERIFIED LIST 239 W. 39th ST., NEW YORK, N. Y.

## A STEADY PROFIT MAKER

SEND FOR SAMPLE



Millions of satisfied customers constantly demand Rubyfluid's nationally known soldering flux, paste and Core Solder. "Cash in" on this steady profit maker by keeping an ample supply always on hand. Furnished in attractive containers and self-selling display your Jobber. cartons.

RUBY CHEMICAL CO. 58 McDowell St. Columbus, Ohio

Check with Order

## CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

#### • CLASSIFIED ADVERTISING RATES •

**Positions Wanted Advertisements** at special rate of one cent a word, minimum 80 cents per insertion.

#### All Other Classifications

Allow Seven Words for Keyed Address. Bezed Display Rates

Discounts for Consecutive Inst 4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts de not apply on Positions Wanted Advertisements

REMITTANCE MUST ACCOMPANY ORDER Send check or money order. not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 18 days previous to date of publication.

#### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

— o — Address your correspondence and replies to HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City

#### BUSINESS OPPORTUNITIES

WANTED TO PURCHASE: AN ESTAB-LISHED hardware business located within 150 miles New York City. State full details, price and terms in your reply. Principals only. Ad-dress Box B-938, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED—JOB LOTS—SURPLUS STOCKS of night latches—lock sets—one and three tumbler locks—knobs—cylinders—padlocks—key blanks or any merchandise suitable for resale to the hardware trade. Address Box 7570-A, care of HARDWARE AGE, 802 Otis Bldg., Chicago, Ill.

WILL BUY HARDWARE STORE. PREFERABLY in New England. Young man with hardware and plumbing supply experience desires to buy retail business with good reputation in community with drawing population of 20,000 to 50,000. All replies will be treated with strict confidence. Address Box E-1, care of HARDWARE ACE, 140 Federal St., Boston, Mass.

FOR SALE—HARDWARE BUSINESS, ESTABLISHED for over fifty years, located in western New York, one of the best towns in the State, population 9,000. Clean stock, three-story brick building and warehouse. Owners wish to retire. \$16,000 cash required, not interested in broker. Address Box B-933, care of HARDWARE AGE, 239 W. 39th St., N. Y. C.

FOR SALE—TO CLOSE AN ESTATE, old established hardware business. Clean stock, invoice value about \$30,000. Good corner location in country seat town in Northeastern Ohio, center of good farming community. Must be sold for cash. No brokers, not interested in special sales. Address Box B-883, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### SALES REPRESENTATIVES WANTEL

WANTED—SALESMAN WHO CALLS ON trade regularly to sell salesbooks, register forms, sealing tape. State territory covered. Address—Syracuse Salesbook Company, Dept. H. Syracuse,

SALESMEN WITH FOLLOWING HARD-WARE. ELECTRICAL stores to represent prominent New York manufacturer electrical heater cords. Good side line—commission basis—all territories. Address Box 746 Equity, 113 W. 42nd St., N. Y. City.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H.3, 600 First Avenue North, Minneapolis, Minnesota.

#### SIDELINE SALESMEN WANTED

In territories excepting Chicago, New York and New England. Nationally known bird and bird food lines. Exclusive territories. Accounts and leads turned over. turned over. Address

MAX GEISLER BIRD CO.
50 Cooper Square, New York, N. Y.

#### SALES REPRESENTATIVES WANTEL

-RESPONSIBLE AND CAPABLE MAN to sell general line of galvanized, tin, Japanned and enameled ware to the wholesale hardware and department store trade in the South. Give age, references, experience, salary expected, etc. Address Box B-943, care of HARDWARE AGE. 239 W. 39th St., N. Y. City.

SALESMEN: SELL ATTRACTIVE 10c-25c ITEM. Rust and tarnish remover—metal—porcelain renewer. All hardware, chain, department, auto, sporting goods, drug, grocery and general stores. Attractive commission. Territories open. Address Box B-941, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WANTED, CALLING ON RETAIL hardware electrical dealers, to sell as a side line on a commission basis a line of electric light bubbs. American made with unusually large discounts. Large commission paid weekly. All territories open. All replies will be treated confidentially. Address Box B-940, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED-SALESMEN CALLING ON JOB WANTED—SALESMEN CALLING ON JOB-BERS and department stores, also those calling on hardware stores direct. We are manufacturing a newly patented self-wringing mop; nothing like it anywhere. Sells on sight. We have tried it out in the department stores in this city. Entire country open. Write for particulars. Address— Grand Automatic Mop Company, 6321 Charlevoix St., Detroit, Mich.

REPRESENTATIVE WANTED FOR CHICAGO DISTRICT to sell on commission basis old-established manufacturer's line builders', cabinet, light shelf hardware. Prefer salesman who knows builders' hardware, acquainted with retail hardware trade in this section. Give experience, lines now handling, references. Only first-class man considered. Replies held confidential. Address Box B-937, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN NOW SELLING NON-COM-PETING LINES to hardware and plumbing and heating trade. Here's your chance to connect with nationally known manufacturer to sell fastiroving, established line of malleable and cast iron quality pipe fittings. Territories still open: Greater New York, Philadelphia, Boston, Scranton, Wilkes-Barre. Harrisburg, Richmond, Jackson-ville. Louisville, Toledo, Akron. Columbus, Grand Rapids, Duluth, Des Moines, Davenport, Peoria, Sioux City, Omaha, Butte, Cheyenne, Salt Lake City, Phoenix, El Paso and Houston. Full coperation and generous commissions provide outstanding opportunity for permanent repeat business. Territories going fast; rush full details of yourself and experience to Box B-946, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

Wanted—Factory Representative For New York State, exclusive of Metro-politan District, by well-known manufacturer of Builders' Hardware, not at present repre-sented in this territory.

Address Box B-885, care of HARDWARE AGE, 289 W. 89th St., New York City

#### SALES REPRESENTATIVES WANTED

SALESMEN WANTED TO SELL AS a side SALESMEN WANTED TO SELL AS a side line on a commission basis a line of electric light bulbs manufactured under General Electric Company's patents. Several territories open. Must have following with wholesale trade only. Applicants must state territory wanted, also lines now carried. All replies will be strictly confidential. Address Economic Lamp Company, Malden,

SALESMEN—TO SELL AMERICA'S MOST modern stove line—coal and wood ranges, combination ranges, heaters—full line. Northern quality built, moderately priced. A high-class proposition for high-calibre men or sales organizations able to finance themselves. Territories available—Kentucky. Tennessee, Pennsylvania, Eastern Ohio, Virginias, Carolinas, Maryland, New Jersey, Delaware. New York State. Our present men know about this advertisement. Address Box B-945. care of Hardware Age, 239 W. 39th St., N. Y. City.

#### HELP WANTED

NATIONALLY KNOWN MANUFACTURER
18 LOOKING FOR AN
EXPERIENCED HARDWARE MAN
Age 30 to 40 years, to take charge of their New
York Office. Office has been established twelve
years. Applicant must be acquainted with jobbing
trade in Metropolitan District, Philadelphia. Baltimore, Washington and Virginia. Salary and
bonus. Donus.
Address Box B-947, sere of HARDWARE AGE,
239 W. 38th St.. New York City

#### SALES ACCOUNTS WANTED

VOLUME LINE WANTED FOR 1936 by factory representative with established following, calling on department stores, electrical, hardware and drug jobbers in Missouri, Eastern Kansas, Eastern Nebraska, Iowa and Minnesota. Address Box B-897, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH FIFTEEN YEARS' EX-PERIENCE calling on department stores, whole-sale and retail hardware stores in Buffalo. Roch-ester and Syracuse territory, is looking for one-or more lines of merchandise for all or part of this territory. Give full details in first letter. Satisfactory references will be furnished. Ad-dress Box B-939, care of Hardware Age, 239 W. 39th St., N. Y. City.

A DIRECT MANUFACTURERS' SALES ORGANIZATION is open for a line with real sales possibilities. We are covering Alabama, Georgia, Florida, Louisiana, Tennessee, North and South Carolina, and Mississippi and Texas, and calling on all wholesale hardware jobbers, sporting goods stores, large department stores and public utilities. Address Box B-934, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

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#### SALES ACCOUNTS WANTED

MANUFACTURING RIGHTS WANTED BY CANADIAN FACTORY. A large Canadian factory with 25 years' excellent manufacturing and selling record to the farm and hardware trade, can handle additional lines. Royalty or other basis. This is an opportunity for United States firm to find a profitable Canadian market without the expense of setting up plant. All communications held strictly confidential. Address Box B-951, care of HARDWARE AGE, 239 W. 39th St., New York City.

#### POSITIONS WANTED

#### Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

NO CHARGE TO EMPLOYERS FOR THIS SERVICE

If we can be of any help to you, just phone ASSOCIATED PLACEMENT BUREAU 152 West 42nd Street Wis. 7-1802, 1803

TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of Hardware Age, 239 W. 39th St., N. Y. City.

ACCOUNTANT BOOKKEEPER, OFFICE MANAGER, EXECUTIVE. 13 years' thorough experience, credits, collections, systematizer, complete office control, accustomed responsibilities; 9 years in hardware, plumbing, and real estate supplies. Good personality and references. Address Bax B-942, care of Hardware Age, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

A GOOD SALESMAN WITH WIDE acquaintance among jobbers and large retailers in the South and Southwest seeks connection with manufacturer. Has had long and varied experience in builders', shelf and heavy hardware, mill, mine and contractors' supplies. A hard worker. Address Box B-931, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE EXECUTIVE OVER 30 YEARS' experience in wholesale and retail business as buyer, merchandise manager and sales promotion in general hardware, mill supplies, cutlery, sporting goods, house furnishings, electrical appliances. Supervised all departments. Retail sales \$450,000. Age 49. Live in Central States. Address Box B-932, care of HARDWARE AGE, New York City.

HARDWARE SALES MANAGER RETAIL-WHOLESALE experience, all branches of trade. Specialist in power tools. Past five years employed as manager of hardware division large chain store organization—trained in modern merchandising methods. Age 32, married, willing locate anywhere. Address Box B-948, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

BUILDERS' HARDWARE CONTRACT MAN EXPERIENCED all classes building construction familiar leading manufacturers' lines (estimating from plans and specifications), template work on Kal. and H.M doors, etc., capable manager builders' hardware department, seeks connection with reputable dealer or distributor. Location no object. Address Box B-949, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

YOUNG MAN LIVING IN New York City with 11 years' retail experience in one establishment selling hardware, housefurnishings, paints, and electrical merchandise, desires connection with substantial retail concern, wholesaler or manufacturer. Electrical repairing and locksmith experience. Best of references. Address Box B-936, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

#### SALES MANAGER WITH TEN YEARS' CONTACT

with IEN YEARS' CONTACT with hardware, mill supply and industrial fields, national and foreign, is ready to undertake a sales building job. Wide personal acquaintance among the larger buyers in these fields. Thoroughly experienced in sales direct to user as well as through jobber and dealer outlets. Also operation of branch sales offices and warehouses. American, with mature judgment and young enough to use it aggressively. Married. Speak several languages. Traveled extensively in field work and will locate anywhere. Willing to base compensation upon results accomplished.

Address Bex B-985, care of HARDWARE AGE, 239 W. 39th St., N. Y. City

SALESMAN. 10 YEARS' EXPERIENCE SELLING the wholesale hardware trade in the Middle West. South and East. Single, free to travel. Salary or drawing account. Address Box No. 7576-A, care of HARDWARE AGF, 802 Otis Ridg., Chicago, Ill.

SALESMAN WITH SEVEN YEARS EX-PERIENCE in contacting hardware and house-furnishing jobbers, also department stores, in Metropolitan New York area, desires position with reputable manufacturer as New York salesman. Address Box B-950, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

THE UNDERSIGNED OFFERS HIS SERVICE to a manufacturer who is seeking a reliable and experienced salesman to cover the Southern States. calling on the jobbing trade. Fifteen years' highly successful experience in the South calling on hardware jobbers. Address BOX B-913, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

## Some Items of Interest

## Did you know that —

Nine out of ten (92%) of the advertisers using the national hardware papers during 1935 used Hardware Age!

Seven out of Ten (69%) of those who used Hardware Age during 1935 **used Hardware Age ONLY**.

This great advertiser preference for and confidence in Hardware Age has been built up year by year as more and more manufacturers experienced its effectiveness as an instrument for cultivating the great hardware market.

Advertisers, experienced in marketing through the hardware trade, know that it Pays to Concentrate in Hardware Age.

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# STRIKE OUT FOR MORE BUSINESS NOW!

USE-

Lists That Bring Maximum Success To Your Direct Mail Sales Promotion Advertising And To The Personal Sales Contacts of Your Salesmen

#### We can supply you with

the following lists:-

1333 Outstanding Major Hardware Retailers whose sales exceed \$50,000.00 Annually.

For \$15.00

11458 Major Hardware Retailers whose sales exceed \$30,000.00 Annually.

For \$6.00 per M.

6545 Hardware Retailers whose sales are \$20,000.00 to \$30,000.00 Annually.

For \$6.00 per M.

15772 Hardware Retailers whose sales are less than \$20,000.00 Annually.

For \$6.00 per M.

33775 Hardware Retailers (Complete List).

For \$4.50 per M.

1043 Department Stores handling Hardware and Housefurnishings. For \$6.00 per M.

ALL LISTS ARE COMPILED IN LOOSE LEAF LIST FORM. WHEN DESIRED ON 3"x5" CARDS THERE IS AN EXTRA CHARGE OF 60° PER M. FOR THE CARDS.

WE ALSO DO ADDRESSING AND MAILING OF CIRCULAR MATTER AT REASONABLE RATES.

Ask for Details

HARDWARE AGE
Direct Mail Addressing Dept.

239 West 39th Street, New York, N.Y.

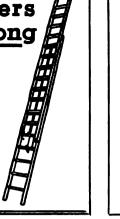
# MYERS STANDS Winter weather calls for better pump stand con-struction. Appearance counts but durability and ease of operation pile up a bigger score during cold weather when pump stamina is called upon to register at its best. Don't forget -- Myers Pump Stands are neatly designed, compact and dura-ble. They are quality built and have numerous features to satisfactorily carry them through any weather or service. That's why so many dealers sell so many of them at better profits. Write or wire. PATENTED COG GEAR THE F. E. MYERS & BRO. CO

Ashland, Ohio

## **MOULTON Ladders** Are Built Extra Strong

Our idea of Ladder construction is to make every rung SAFE, instead of just strength enough to withstand requirements — we build RESERVE Strength into every ladder. Our UTILITY Extension Ladder is a combination of Strength plus Safety. Clear straight grain, noble fir or hemicok with 1½ inturned ash rungs. Spring locks. Hand forged steel top irons. Malleable bottom irons. All hardware Cadmium plated. Lengths 20 to 44 ft. incl. Wgt. approx. 2 lbs. per ft. Sell it with confidence. Send for Literature and Trade-prices.

THE MOULTON LADDER MFG. CO. Somerville





## **K**RUSTOFF

Cleans and prevents rust on enameled stoves, ovens, stovepipes, tools, machinery. Every home needs it.

Made by the makers of

#### STOVINK

Johnson's Laboratory, Inc. WORCESTER, MASS.

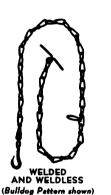
## Hodell HALTER CHAINS

#### Other Hodell Chains

WELDED - Proof Coil Chain ● Steel Loading Chains • Trace Chains • Well Chain ● Cow Ties ● Log or Binding Chains · Heel and Butt Chains · Breast and Wagon Chains . WELDLESS-Tie Outs • Coil Chain • Pump Chain Porch Swing Chains Cow Ties Dog Chains . Sash Chain



3934 Cooper Ave., Cleveland, Ohio Established 1886





## SHIELD BRAND

TWIST DRILLS + REAMERS

MILLING CUTTERS + TAPS

CHUCKS + SPECIAL TOOLS

THE STANDARD TOOL (O

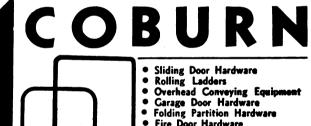
New York

114

Cleveland

Detroit

Chicago



Fire Door Hardware
"Easy-Lift" Overhead Doors Warehouse Door Hardware

Since 1888 Coburn Products Have Been Dependable

COBURN TROLLEY TRACK CO. HOLYOKE, MASS.

## Genuine DOMES of SII SLIDE SILENTLY-SOFTLY-SMOOTHLY

409 SET-109 SET-109 SET SAVE FURNITURE & FLOORS-CREATE QUIET Look for words DOMES of SILENCE 4 TO A

INSULATED-NOISELESS FOR TILE CEMENT OR MARBLE FLOORS IN BATH ROOMS, RESTAURANTS, ETC.

LARGE SIZE FOR METAL & WOOD BEDS LARGE CHAIRS & ALL FURNITURE..

Ask your Jobber-

If he is not supplied, write to DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.

## Increase dime sales with this new all-metal REVOLVING DISPLAY CABINET . . . . . . its FREE.



With an order for only 72 window front packets of Moore Push-Pins, glass and aluminum heads, and pushless hangers, you can receive absolutely free, this new, attractive revolving display cabinet . . . Dealers everywhere have told us that sales literally jumped the day they placed it on their counter. Start this very day to increase your dime sales...order from your jobber.

MOORE PUSH-PIN CO. 113-125 Berkley St., Phila.

## STOCK

ONLY THE 26 FASTEST-SELLING BRUSHES IN THE WORLD'S FASTEST-SELLING LINE

## SALES

JUMP, BECAUSE ALL ITEMS ARE WHAT CUSTOMERS WANT DISPLAYED SO THAT THEY ARE SEEN AND BOUGHT

## DISPLAY

THREE SCIENTIFI-CALLY-DESIGNED DISPLAY UNITS ... FOR WALL, TABLE-TOP AND COUNTER

THE WOOSTER 3-POINT MERCHANDISING SYSTEM is based on three vital requirements . . . Stock, Display and Sales. It consists of three modern display fixtures . . . the Wooster Sampler, a double-sided metal panel for hanging on wall or shelving . . . the Wooster Table-Top Refill Deals, sectionalized displays for table-tops . . . and the Wooster Variety Venders, small boxed displays for counter selling.

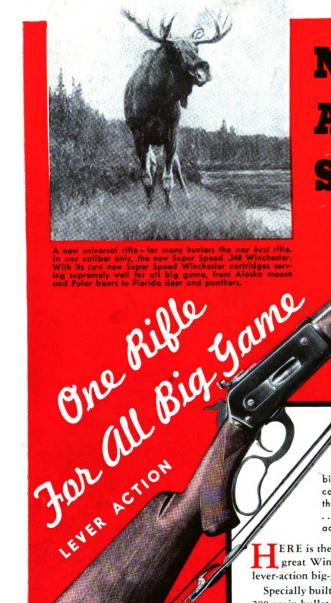
It keeps your stocks at minimum...gives you the most efficient selling displays ever devised . . . and makes sales. Only 26 brushes in the entire group of units! All brushes interchangeable between units! Here's a condensed, simplified line . . . a profitable line! Use any combination of the Sampler, the Table-Top Refill Deal and the Variety Venders . . . or buy the 26 featured brushes for open stock. That's the way to make brush profits in 1936!







WOOSTER FOSS-SET BRUSHES



# **New Power** Accuracy Speed

WINCHESTER

MODEL

New Caliber Super Speed .348 Win.

Grand old Winchester Model 86 is retired. After 50 golden years of unparalleled success-since 1902 with its modern exclusive .33 Winchester cartridge, praised the world over as the unexcelled lever-action big-game rifle and cartridge combination. In its place comes an even better exclusive Winchester developmentthe new Model 71, caliber Super Speed .348 Winchester ... with modern, newly-developed 86 Golden Jubilee lever action.



ERE is the new, modern, finer, faster stepping, harder hitting successor of the great Winchester Model 86 Rifle-the superbly styled universal, or one best, lever-action big-game rifle, Winchester Model 71.

Specially built to shoot the two new Super Speed .348 Winchester cartridges. With 200-grain bullet, has one-third more power than its great predecessor, in its famous modern .33 Winchester caliber, with bullet of the same weight.

> Muzzle velocity with 150-grain bullet 2920 f.s. Muzzle velocity with 200-grain bullet 2535 f.s.

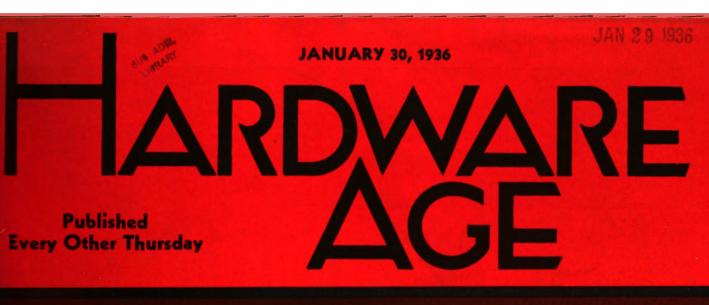
Hunters will be eager for your showing of the new Model 71 in its two styles-one with sling and checkered stock and forend as shown, and the other without. Many will be carried away with enthusiasm for it, as leading shooting editors have been. They will admire its new, modern styling, with much better shooting fit, much better handling feel, faster and smoother operation, better trigger pull. They'll marvel at its fine coordination, its wide adaptability, the greatly increased speed and shock of its new modern high-efficiency cartridges.

The February sporting magazines carry announcement advertisements of Model 71. Order samples now, through your Jobber-Model 71 is big news to big-game hunters. For attractively illustrated folder giving complete details, please write us.

WINCHESTER REPEATING ARMS CO., NEW HAVEN, CONN., U. S. A.



HARDWARE





**Makers of Essential Tools** 

ANNOUNCING THE 1936 NORGE...

# "The Greatest Norge of All Time"

ROLLATOR REFRIGERATION



Norge has pioneered many of the most important improvements in electric refrigeration. This process of development has been careful, surefooted, and painstaking. Every step has been thoughtfully engineered. Every slightest change has been supertested—at the factory, in experimental laboratories, in homes.

American housewives expect great things of Norge. They look to Norge to be the first to pioneer new developments of proven merit. But in all pioneering, Norge wants proof—indisputable proof.

Year after year, Norge goes to the women of America for facts—facts which will enable Norge to build the finest possible refrigerator, to best serve the American home. In the light of these facts, the 1936 Norge Rollator Refrigerator was designed, built, offered to the public—the greatest Norge of all time.

Again, Norge has done the "impossible." The Norge that has been *proved* by every kind of scientific and practical test—the Norge that has been *approved* by hundreds of thousands of enthusiastic users—is now still further *improved*.

The 1936 Norge Rollator Refrigerator, in design, efficiency, convenience features, flexibility of interior arrangement, economy of operation, is by far the greatest Norge of all time.

Write for complete and specific information about the new Norge Rollator Refrigerator—or any other of the distinctive Norge home appliances. Learn about the big profit opportunity in "going Norge."

NORGE DIVISION Borg-Warner Corporation 606-670 E. Woodbridge St., Detroit, Michigan

THE ROLLATOR COMPRESSOR... smooth, easy, rolling power, instead of hurried back-and-forth action. Result—more cold for the current used, and a mechanism which is almost everlasting.









Norge Autobuilt Washer for long years of dependable service.



Norge Quality Ironer, easy to learn to use, fast and efficient.



Norge Whirlator Oil Burner for maximum heating efficiency.

# PROVED

by every possible factory, laboratory and home test.



by more than half a million enthusiastic users.

## NOW

MPB

in beauty, convenience features, trouble-free performance.



## NORGE ROLLATOR REFRIGERATION

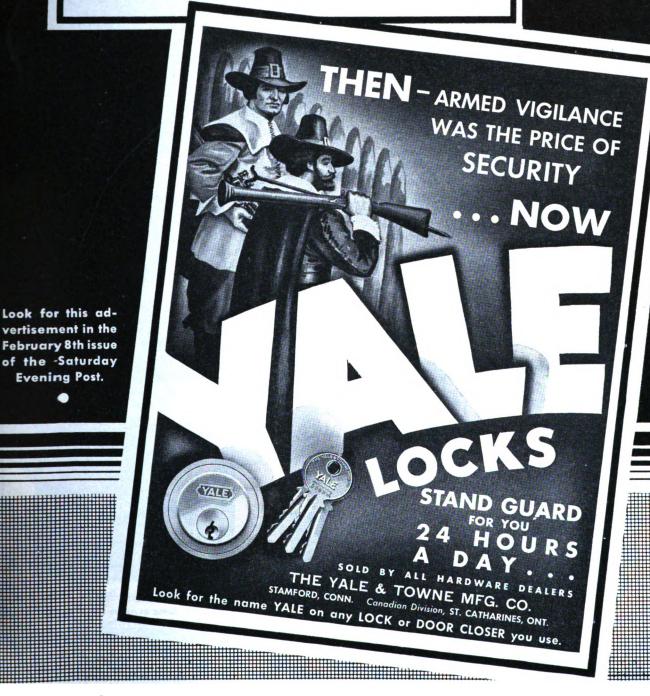
DOMESTIC AND COMMERCIAL REFRIGERATION . GAS AND ELECTRIC RANGES . WASHERS AND IRONERS . WHIRLATOR OIL BURNERS . FINE-AIR FURNACES . AIR CONDITIONING . CIRCULATOR ROOM HEATERS

HARDWARE AGE

## TRADE YALE MARK

T IS ESTIMATED that approximately ten million people will see this advertisement. Its interesting, dominating character will "stop" them. Its dramatic story of YALE protection will impress them. This is your advertising -designed to send people into your store to buy YALE Locks. We ask only that you take full advantage of it by keeping YALE Products constantly and prominently displayed.

THE YALE & TOWNE MFG. CO.



JANUARY 30, 1936

**Evening Post.** 

Digitized by Google

# A real combination Utility and Beauty

THESE are the outstanding features that definitely make a favorable and lasting impression on your trade.

The very nature of cabinetwork, with its characteristics of a finer and more exacting type of carpentry, calls for hardware with a corresponding fineness and also with an exactness that will assure smooth-operating hinges and catches.

Added to this you will always find in

# **National**

## CABINET DOOR SETS AND HINGES

a construction and a finish which radiate quality and possess eye appeal.

There is a profitable market for this fine hardware in your locality. Are you fully prepared to serve your trade now?



# NATIONAL MANUFACTURING CO. STERLING, ILLINOIS

National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.



No. 705R Cabinet Door Latch



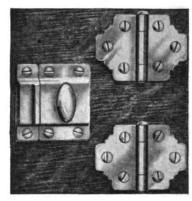
No. 705S Cabinet Door Latch



No. 715 Friction Cabinet Door Set



No. 716 Friction Cabinet Door Set



No. 725 Cabinet Door Set



No. 719R Cabinet Door Set

No. 719S Same as above except catch
is designed for surface door

## UNITED STATES STEEL

SAVE TIME AND MONEY-ORDER IN MIXED CAR LOTS

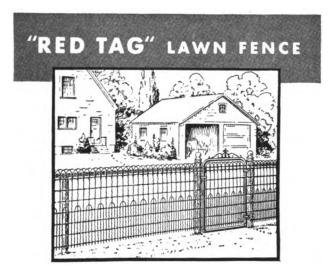


# FOR STEADY TURNOVER... THESE CYCLONE PRODUCTS

... and the products shown on the following 3 pages



Uniformly woven of full-gauge wire. Easy to handle. Lies flat—does not bulge or curl. Has two-wire selvage. Furnished painted black, galvanized, bronze or copper, widths 18 to 48 inches, meshes 12, 14, 16, 18. Each roll comes packed in individual container.



Style "F" fabric illustrated. For front and back yard or division fence. Can be erected either on wood posts and  $2 \times 4$  top rail or steel posts. Heavily galvanized pickets 3 inches apart at top,  $1\frac{1}{2}$  at bottom. Cables are two-ply galvanized wire.

#### "RED TAG" HARDWARE CLOTH

A superior cloth, produced of highest grade materials by improved manufacturing processes. Exclusive galvanizing process assures a more durable and uniform product. Available in the standard widths and meshes. Standard length rolls—100 lineal feet.

Write for prices and catalog giving complete information

#### CYCLONE FENCE COMPANY

General Offices: Waukegan, Illinois
Pacific Coast Division: Standard Fence Co., Oakland, California

CYCLONE Red HARDWARE PRODUCTS

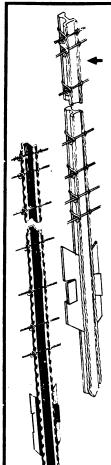
## UNITED STATES STEEL





## GENUINE AMERICAN FENCE

## Medium Hard Wire . . . Tough and Sturdy



#### AMERICAN BANNER STEEL FENCE POSTS

Self-Anchoring . . . One Man Does the Job

Built like a railroad railmade of tough new steel to provide a lifetime of service. Large slit wing anchor roots the post into the ground as it is driven. No holes to dig -no tamping. Anchors solid as a rock in any soil. Closely-spaced wire notches permit wire to be fastened to post exactly where it crosses post. Seven clamps furnished free with each post. Furnished in 5, 6, 7, 7½ and 8ft. lengths—either painted orange or galvanized. Painted posts finished with heavy coat of special steel paint baked on under high temperature.

#### **IDEAL U FENCE POSTS** A Good Seller **Everywhere**

Extra strong and durable. Made of new special steel. Patented anchor plate grips the soil—assures rigid and tight fence line. No holes to dig. One man does the job complete. Painted green; furnished in same lengths as Orange Banner.

AMERICAN STEEL & WIRE COMPANY 208 South La Salle Street, Chicago, Illinois

TENNESSEE COAL, IRON AND R. R. COMPANY Birmingham, Alabama

> **COLUMBIA STEEL COMPANY** San Francisco, California



It's not by accident that there is more genuine American fence in use today than any other brand. Farmers know that American has got what it takes to stand the gaff. Every fence feature your farm trade wants. Made of the best materials by wire fence experts who've been making good fence for over 40 years. Every style, size, and gauge. Every roll guaranteed full weight, full gauge and full length. You can't handle a better, more profitable fence than American!



American zinc coating, smooth and even, resists attacks of weather.



Ordinary zinc coating rough, peels easily, exposing wire to damage of weather.



American stay wires guaran-teed to be either 6 or 12 inches apart. Every roll strictly full length.



American Weather curves take care of expansion and contraction-keep fence taut and trim.

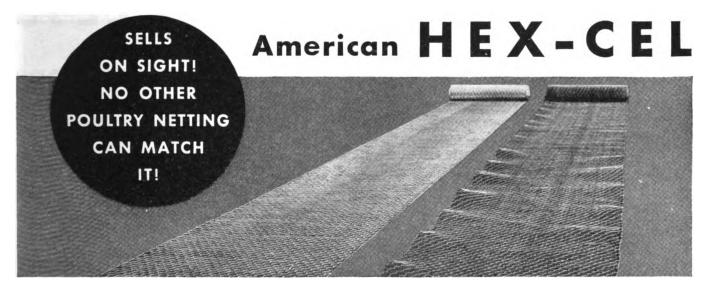
AMERICAN FENCE AND POSTS

## UNITED STATES STEEL

SAVE TIME AND MONEY-ORDER IN MIXED CAR LOTS



#### Now . . A New, Improved Poultry Netting



Those are strong words. But you can prove it to yourself and to your customers by a simple demonstration. Look at this picture. This simple test sells Hex-Cel on sight. Unroll Hex-Cel poultry netting. Thenalong side of it—unroll any ordinary netting. Instantly, your customers will see the difference. Hex-Cel is as straight and true as a steel yardstick. Yet it costs no more than ordinary netting! Why is Hex-Cel such a superior netting?

Lots of reasons: Hex-Cel Lock Joint holds each cell in true alignment. This means a flat, non-buckling fence - makes the use of top and bottom boards unnecessary—requires fewer supporting posts.

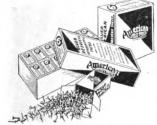
Hex-Cel fights corrosion. It's made of Copper Bearing steel wire—smoothly coated with zinc. Easy to erect. Stretches tight and straight as a die without bagging. You'll find Hex-Cel the best-selling poultry netting you've ever had in your store.

#### WE OUGHT TO KNOW HOW TO MAKE GOOD BARBED WIRE

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**Every style for** every need





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American Glidden Two Point



Ellwood Glidden Two Point

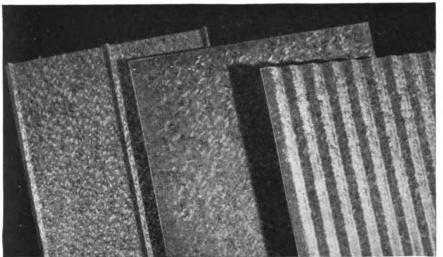
AMERICAN PRODUCTS

### UNITED STATES STEEL

SAVE TIME AND MONEY-ORDER IN MIXED CAR LOTS



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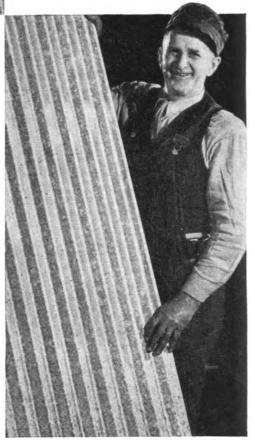


There Are None
Better, None
More Profitable
to Handle,
Than These

• Steel sheets may look alike. But all steel sheets don't wear alike. You're sure you are giving your customers the best in sheet metal roofing and siding when you handle American, Tennessee, or Columbia sheets. These sheets are full gauge, with the full weight value that insures long life. All types—rust-resisting copper bearing, galvanized, black . . . plain, corrugated, or V-crimped. Write for prices and complete information.

American Sheet and Tin Plate Co., Pittsburgh, Pa. Tennessee Coal, Iron and R. R. Co., Birmingham, Ala. Columbia Steel Company, San Francisco, California

There are none better than these brands



AMERICAN · TENNESSEE · COLUMBIA



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Sales Offices

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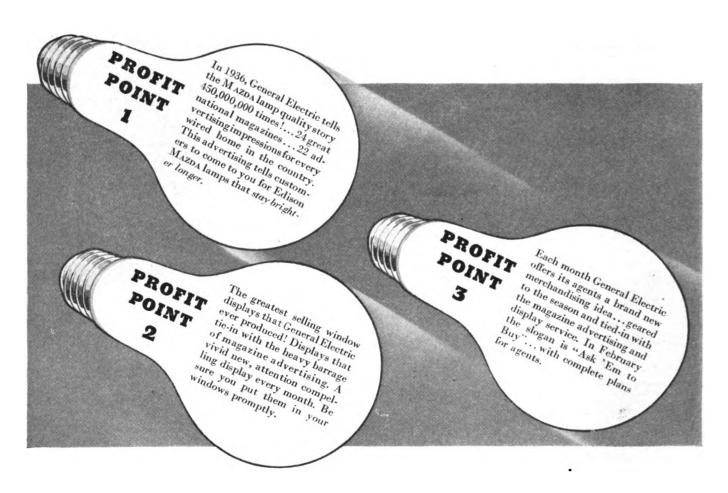
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## GENERAL ELECTRIC'S NEW 3-POINT PLAN FOR MORE LAMP PROFITS



THEN—it's up to you to complete the sale. Ask every customer to buy Edison MAZDA lamps. Urge them to buy the proper lamps for each lighting need. See your jobber for further details or write direct to General Electric Company, Dept. 166, Nela Park, Cleveland, Ohio.

#### VALUABLE BOOKLET YOURS FREE CLIP THIS COUPON You probably never saw anything like this valuable new booklet that's packed with honest, tested, selling experiences. It's called, "You Can Do It Too", and Sales Promotion Dept. HA-2. tells in short, pithy style the individual sales experiences of 47 MAZDA lamp Incandescent Lamp Dept., agents. Clip the coupon and send for your free copy. General Electric Co., Nela Park, Cleveland, Ohio. Please send free of charge your booklet (Y-5151) "You Can EDISON MAZDA LAMPS Name GENERAL MELECTRIC Store They stay brighter longer State

## Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

#### **New Policy**

Last month I participated in a little investigation of merchandise sold in mail order retail stores. On six major items: refrigerators, oil stoves, vacuum cleaners, radio, washing machines and electric ironers our little committee endeavored to learn the names of producers supplying two well known mail order firms. In each instance and on all six items, salesmen said they didn't know or that they were not permitted to divulge the name of the maker because of the special price, adding sometimes that the product was made to special specifications not available elsewhere. Maybe sobut we had a notion, every time, that we could detect certain characteristics somewhat familiar to all of us. This experience is in marked contrast to the common practice of these competitors in recent years. Previously they bragged loudly, boldly and extravagantly about their sources of supply, even claiming in certain standard lines that the mail order product was superior to some standard brands of well known manufacturers. This change has probably come about through the increased pressure of independent

distributors to force manufacturers to stop providing chains and mail or der firms with preferential prices on identical goods. This will not entirely cure the situation but is some help in such cases as may develop where a brand has admitted better acceptance and the branded product a better finish or some other with extra value.

#### A & P Threat-

Although never very much impressed with the usefulness of chain store taxes, believing that such levies shortly become general taxes on all retailers I am conscious that A & P is worried about the chain store taxes in several states. Iowa seems to be giving this grocery chain a problem sufficient to bring out an official signed statement from John A. Hartford, its president. He threatens to sell Iowa stores (and if need be stores in other states) to their managers and to develop the A & P organization as a strictly wholesaling organization. Presumably the managers would use their own names and operate much on the order of a voluntary chain set-up. It is interesting to note that in 1935 more than 200 such chain store tax bills were introduced in

43 states. Early indications are that 1936 state legislatures will make even greater strides in this direction. Remembering that office-holders are sensitive to organized public opinion, those who see a partial solution in such taxes should get very busy right away, for the current year promises to make chain store taxes more likely than ever before. There is all the weight of the Patman investigation plus a partially aroused public to help promote such levies.

#### A NEW AAA?—

The Supreme Court declares the Agricultural Adjustment (AAA) unconstitutional, largely on the basis that it permits the Federal Government to trespass on privileges and authority belonging to individual states. This is undoubtedly true and accurate from the legal standpoint, but to the many hardware dealers located in farming sections which enjoyed improved buying power under AAA, the decision comes as a distinct blow. The farmer needed some definite financial aid and the country hardware stores prospered under the recently improved status of many farmers. Politically the farmer is entitled to government help just as much as any other group of citizens and on the same basis that manufacturing groups obtain tariff relief, transportation units receive subsidies and utilities receive franchises which guarantee a rate of profit. At the same time it is doubtful whether farm relief to date (which includes all efforts at Washington for many administrations) has ever offered more than a palliative, instead of a cure. In relation to the prices farmers pay for anything they buy and in relation to the final consumer price of food there is certainly a total lack of balance found in typical returns for the very steady, strenuous and necessary work which farmers perform. With the AAA killed, there will soon be under way some substitute legisla-

tive effort seeking the same objectives. Farmers are better organized and more articulate than for many years which makes them collectively a political problem in both local and national elections. They have had a taste of governmental aid which has whetted their appetites in this direction. In their efforts for some federal or state aid to take the place of the former AAA, many wholesale and retail hardware distributors will be selfishly sympathetic and perhaps helpful. Farm relief developments are of vital concern to this trade and should be seriously studied. The farmer's continued buying power is a prime essential to making 1936 a good year for a large section of the hardware trade.

#### Jobbers' Catalog-

The costs incident to preparing, printing and distributing a jobber's catalog were formerly a part of the jobber's selling and sales promotion expenses. There is no good reason why the manufacturer should be expected to provide the money for a share of the cost governed by the number of pages given over to his line. The practice persists with wholesalers "cracking down" if the first general suggestion does not take. It makes an unfair and improper extra burden on the producer. If he pays out money for this purpose to one wholesaler he must do it for all wholesalers to whom he sells goods. Very few jobbers asking this help would be equally as keen for paying the cost of their dealer-customer's printed matter or newspaper advertising. yet the principle is the same. If this practice were followed all the way through business the dealer would charge his printed matter and advertising bills to the jobber; the jobber would charge his catalog to the manufacturer and the manufacturer in turn presumably would expect his source of supply for raw materials to pay his sales promotion, sales literature and related costs. Last October the Atlantic City Manufacturers Convention reaffirmed a resolution condemning the practice of manufacturers paying for a share of jobbers' catalog costs.

A compromise is frequently arranged by furnishing electros for illustrating catalogs. This is certainly an ample contribution. In some cases it is practical and desirable for manufacturers to furnish prepared pages in colors printing up a large volume at a low cost per thousand sheets. Some jobbers welcome these sheets but expect the manufacturer to pay a binding in cost or some other pro rata of so much per page. The average manufacturer considers this practice an unjust and unfair "levy" very closely akin to efforts to sell advertising in church, school and fraternal programs and are justified when they refuse to participate in this expense which should not be charged to them. If the manufacturers would stick together on the reaffirmed resolution instead of getting cold feet every time a good customer makes the request, the practice would soon die out.

#### And/Or-

Prior to the NRA and the code discussions the expression "and/or" was pretty well restricted as a device of the legal fraternity preparing documents, contracts, and so forth. In the code era the expression was used frequently and glibly, often to include in a code clause a nullifying effect or more embracing effect than was intended or understood by many of those allegedly participating in code writing. Supreme Court Justice Chester A. Fowler (Wisconsin) recently belabored the "and/or" as follows:

"It is manifest that we are confronted with the task of first construing 'and/or', that befuddling nameless thing, that Janus-faced verbal monstrosity, neither word nor phrase, the child of a brain of some one too lazy or too dull to know what he did mean, now commonly used by lawyers in drafting legal documents, through carelessness or ignorance or as a cunning device to conceal rather than express a meaning with a view to furthering the interest of their clients. We have observed the 'thing' in statutes, in the opinions of the courts and in briefs of counsel, some learned and some not."

This will interest a great many hardware men who spent painful hours listening to code discussions "and/or" arguments.

#### The Supreme Court—

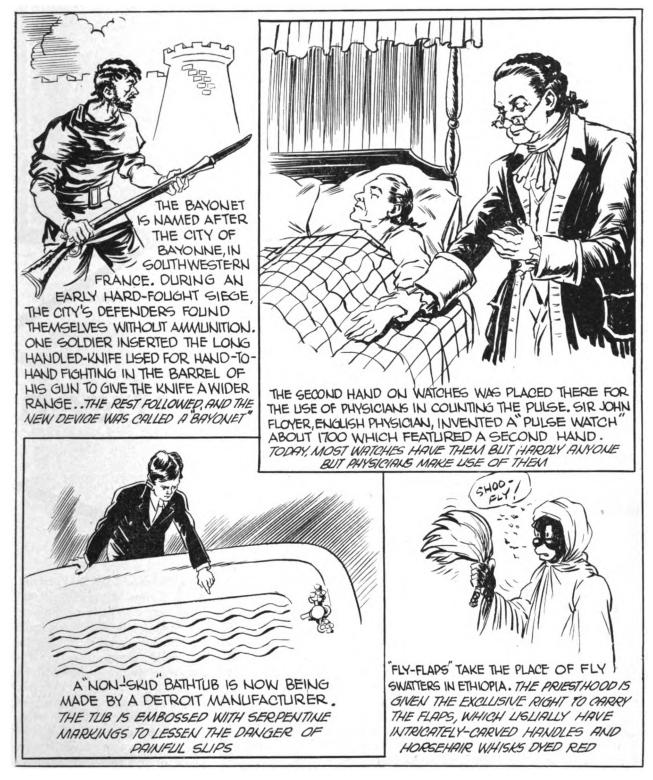
Of late there has been widespread discussion as to desirability of constitutional amendments which would nullify the Supreme Court's power to rule on legality of Congressional or Executive action. Much of the discussion centers about the unfavorable decisions given NRA and AAA. The Constitution provides orderly procedure for amending the Constitution. The final judgment rests with the American people at the ballot box. They can if they desire, in the majority, overrule executive, congressional and judicial decisions. Were this not so a future Congress or future Executive could suspend the right of free speech, free press, free religious worship and perhaps the right to vote, leaving citizens powerless to protest or protect their proper rights and liberties. The Supreme Court continues to be a balance wheel preventing uneconomic, unfair decisions prompted by political expediency from either of the existing two major political parties or any future political parties which might successfully completely dominate all government offices. In other words, the Supreme Court with its mandate from the Constitution, prevents any single group of successful office holders to impose their own set rules in violation of the best interests of all citizens. This is something we should remember in discussing or considering constitutional amendments intended to clip the wings of the Supreme Court. That some social reforms should and must be developed is generally conceded but scrapping the basic principles of the Constitution and our present form of government structure are doubtful methods toward such action.



## Hardware Curiosities

#### By ROBERT PILGRIM

Copyright, 1936, by Hardware Age





A substantial display of electrical refrigerators helps Sell & Sons do a steady and thriving business. Below: One of their effective window displays.

We have no canvassers, no high pressure selling methods and, with plenty of strong competition, we sell



## Fifteen

By JOHN SELL

Retail Hardware Merchant

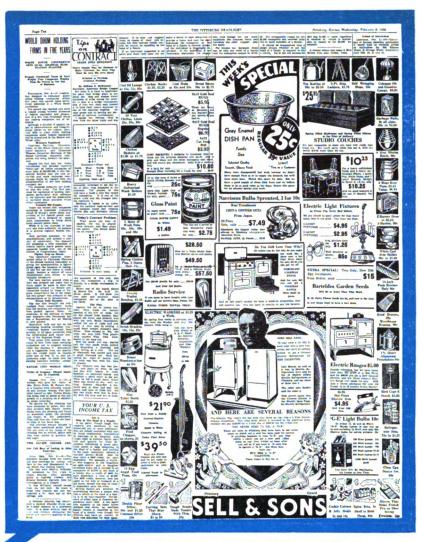
UR experience in Pittsburg, Kansas, a town of 19,000, seems to indicate little or no reason for the hardware dealer to lose heart and feel that the worthwhile business is going to the drug stores, specialty stores and utility companies. We are selling an average of fifteen electric refrigerators a month without canvassing, and for three years now we have successfully disposed of two hundred a year in

addition to a substantial number of other major appliances.

We have taken many awards made by manufacturers for quantity selling, sharing the prizes with the fellows on the "firing line"—the store salesmen. They will give you their best efforts if you let them know they are sharing your success.

Newspaper advertising plays a major part in the successful selling of electrical appliances and in our case attracts profitable store traffic through our practice of offering a weekly special. We are able, through our agency for a nationally known line of refrigerators, to call attention to its five-year guarantee, which, of course, helps sales greatly, since they cost no more than other good refrigerators.

It must not be imagined that the selling of a substantial number of refrigerators in our store is an effortless undertaking. There



This typical Sell newspaper ad ties in with a seasonal event.

## Refrigerators a Month

are exactly ten other dealers in Pittsburg selling as many makes, some at considerably lower prices and with men out ringing door

bells all day long. We have a mail order store just across the street, but we have a sign over our door large enough to attract the attention of the customer who may be thinking of entering there. A well-displayed refrigerator is always to be seen in our display window and a model working in a glass case leaves no doubt in the prospect's mind as to its operation. The prospect, entering our store, finds about the center of the store one of every model we sell on display, connected, lit up and the trays full of ice. Food is displayed in them as though in actual use in the home. One refrigerator is neatly arranged with bottles and other necessary provisions for a pleasant evening.

When customers are through with their ordinary purchases, we make it a practice to ask the



question, "When are you going to buy an electric refrigerator? We assume they either have one or will buy one, and, in any event, the positive suggestion helps create the desire to own one. If he or she is not in too great a hurry we get over our story of electric refrigerators before they leave. Even if they definitely indicate they cannot or will not buy at the moment, their names are placed on the mailing list for "education." Beginning the following morning, they will receive, for seven consecutive mornings, something in the mail from Sell & Sons telling them why they should own an electric refrigerator. Thus, we get a dignified story over in a dignified way. After a prospect has received these mailing pieces, the name is given to one of our salesmen (store salesmen during the day), who makes an appointment to call in the evening, when husband and wife are at leisure to listen to an interesting story, for which the mailing pieces have, we hope, prepared them. Taking the angle of a refrigerator being something they want and telling the story interestingly makes it easier to sell it.

Our salesmen are paid their regular salaries, plus a small commission on refrigerator sales. They are thus encouraged to make sales without the strong arm methods sometimes resorted to by men who sell on commission exclusively. When our men make a sale they add a satisfied customer to the list.

Cash sales are made wherever possible, but where credit is good and a sound sale can be made on a credit basis, as much as thirtysix months' time is allowed. Terms are made so clear that misunderstandings are avoided and no customers are lost; although contracts call for payments to be made directly to the finance company on the due dates, we ask that payments be made direct to us and we remit to the company, because it keeps us in friendly contact with the customer for two or three years.

In addition to our direct mailing system, customers and prospects are taken into our confidence through our newspaper advertising. We keep them posted each week on our sales progress, thereby enlisting their interest. The customer who has purchased from us feels proud to belong to the increasing majority who own our make of refrigerators and the prospect is influenced to join that majority and is encouraged in the feeling that his judgment is right.

Naturally there are, in spite of careful selling, some repossessions in the large number of contracts we make, particularly in such times as we have just been through; but our repossessions have been less than 4 per cent during the past three years. We are told that this is far below the average for the country.

Refrigerators saved us a sad experience in the fall of 1935, when unseasonally warm weather cut deeply into the sales of heating stoves. We sold six electric refrigerators on November 1, by a little extra effort, on November 9, four were sold. From September 1 to November 23, thirty-six refrigerators were disposed of in our store.

#### Our Washing Machine Sales

Next to our refrigerator business are our washing machine sales which come close to living up to our slogan, "One Washer a Day." We don't quite reach that desirable goal, but we don't miss it very far. The same methods are used as in selling refrigerators, but we do not demonstrate washers. The machine is bought and paid for or a contract signed for monthly payments before a washer is delivered.

It should be realized that manufacturers are willing to help those who market their products for them successfully.

#### The Salesman's Prospect Card

#### By MARVIN SALLEE

A. A. Doerr Co., Larned, Kansas

A SITUATION which is not uncommon to institutions operating on a departmental basis is the problem of effecting an atmos-

SALESMAN'S PROSPECT CARD					
Name		Date193			
Address		Salesman			
	_	Kind and When			
Prigidaire Delco Light					
Water System Plumbing					
Wiring Batteries					
Heever Skeigas	_				
Milker					
Radio	_				
Gas Heater	=				
Oil Stove Purniture Rugs		1			
1 F 1 250					
Combine	_				
Drill Tillage Tools		l			
I OF I MUET					
Hay Tools Fence					
Maying Automobile Truck	1				
l	-	I			

phere of perfect harmony between all of the outside salesmen.

The "Salesman's Prospect Card" is conveniently arranged for recording information invaluable to sales promotion. The system requires that each salesman maintain a written record of each prospect's requirements, whether it pertain to his particular department or not. Written records have preference over mental notes in business transactions.

Upon completion, the cards are submitted to the general office for consideration and tabulation; as it is essential to ascertain the financial responsibility of each prospect before referring the "lead" to the proper department for a follow-up.

This indirect means of procuring prospect data provides an increased list of customer requirements, as well as a spur to salesmen. It also enables the office to eliminate the names of undesirable prospects, so that salesmen will not waste their efforts on those who are not financially able to huv.



## Hardware Age FIFTY-YEAR CLUB

JOSEPH LUDES, Western representative for the R. E. Dietz Co., New York City, qualifies for the HARDWARE AGE Fifty Year Club with a year to spare. Becoming associated with the company in August, 1884, at the age of 21. Mr. Ludes has since been on the job for the company without a break, and has advanced from shipping clerk to the position he now holds. During the past 40 years his field of endeavor has been West of Chicago to all Pacific Coast points. A native of Chicago, he makes his headquarters at the company's of-



JOSEPH LUDES

fice in that city, at 180 N. Michigan Ave. He is justly proud of his long-time affiliation with the nation's largest manufacturers of lanterns. His greatest hobby is in meeting and corresponding with the trade, and in attending the Atlantic City hardware conventions.



GEO. T. PRICE

GEORGE T. PRICE, vicepresident in charge of sales for the American Fork & Hoe Co., Cleveland, Ohio, began working for W. C. Kelly & Co., axe manufacturers, then at Louisville, Ky., in 1884. Mr. Price was born in Lexington, Ky., but when he was about six years old his family moved to Louisville, where he attended the grade schools, and graduated from high school at 17. During school vacations he worked at the axe plant. Later, when the axe factory was moved to Alexandria, Ind., where it re-

continued to work for the company, as he did when the factory was moved to Charleston, W. Va., more than 30 years ago. In 1930, the Kelly Axe & Tool Co., was merged with the American Fork & Hoe Co., and following this merger Mr. Price continued as manager of the Kelly Axe & Tool Works in Charleston. In 1932, he was named to his present position, which necessitated his moving to Cleveland, where the company's general offices are located at 1623 Euclid Ave. When Mr. Price began working for the company he was engaged in the production end of the business, but the greater portion of his half-century of service has been devoted to the Sales Department. He is chairman of the Executive Committee of the "Old Guard" of the Southern Hardware Salesmen's Association, and has served as a member of the Executive Committee of the American Hardware Manufacturers Association.

FRED L. STELLWAGEN, manufacturers representative, 12 Warren St., New York City, has been affiliated with the hardware business for 57 years. He entered the employ of Sargent & Co., New Haven, Conn., as a bill of lading boy and clerk in the shipping department of the company's New York City branch in 1878. Four years later he was transferred to the sales department, and a few months following this he became a traveling salesman for the company. He next became sales manager of New York trade sales, and served in



F. L. STELLWAGEN

this latter capacity for nearly 40 years. During this time he also served as the company's secretary. His experience was gained under Geo. H. Sargent and T. J. Atkins. Leaving the company in September, 1930, Mr. Stellwagen, and his only son, Fred L. Jr., under the firm name of Fred L. Stellwagen & Sons, started in as sales representatives for a number of hardware manufacturers. A year ago, his son passed away, and Mr. Stellwagen has been deeply touched by this loss. For many years he has been keenly interested in growing things, and at 73, trees and all plant mained for 10 years, Mr. Price life continue to be his main hobbies.



## Substitute AAA Plan Urged By Western Association

THE forty-seventh annual convention of the Western Retail Implement and Hardware Association was the largest gathering and exhibition in the organization's history and in the records of the hardware trade of the United States. Held at the magnificent, new Municipal Auditorium, Kansas City, Mo., January 14 to 16, 1936, the registration exceeded 3000 and easily shattered all former attendance records. At Ararat Temple, where the business sessions convened, an audience of 1200 was not at World's largest retail trade organization of its kind, the Western Retail Implement and Hardware Association met in Kansas City, Mo., Jan. 14 to 16, 1936. Had largest convention and exhibition in the history of the nation's oldest hardware dealers association. Has 2000 paid-up members. Fred Ackarman succeeds F. E. Millner as president. Secretary-treasurer Herbert J. Hodge re-elected for the 47th time.

all unusual. The final event of the convention was the banquet and entertainment given in the old Convention Hall, which was attended by 1670 guests.

The most important action of the convention was the adoption of a resolution in which Congress is asked to find a legal way to establish a permanent national farm program to succeed the AAA plan, recently declared unconstitutional by the Supreme Court. In the agricultural section of the country served by the association—Kansas, Missouri, Oklahoma,



1670 guests gathered for the banquet and entertainment.

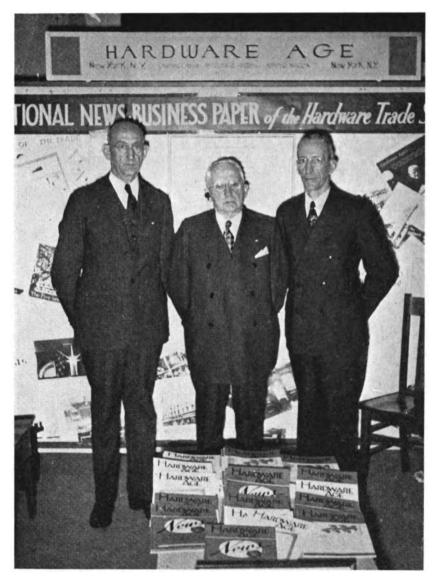
and parts of Colorado, Nebraska and Wyoming, much depends on the welfare of farmers. It was therefore the almost unanimous opinion of dealer members that the government should be urged to take steps to insure agricultural prosperity. In his annual presidential address, F. E. Millner, Miami, Okla., who presided at the business sessions, briefly reviewed the history and standing of the association; outlined the many services that have been made available to members; paid tribute to



General view showing a part of the great attendance at the exhibits of the Western Hardware and Implement Show, Kansas City.

fellow officers, particularly to Secretary Hodge, who has served in that capacity ever since the association was organized; reported the present status of the association, and expressed optimism concerning the outlook for improved business. In part, President Millner said: "It is most gratifying to receive reports from the dealers of the Western Association—to the effect that the past year has shown marked improvement over the immediate past years. It is hoped that the coming year will show a yet greater increase, and that business will be so stabilized that investments may be made with some measure of safety and reasonable return. Many dealers who have been hesitant about placing orders may take the past year as a criterion and increase their stocks with s o m e assurance of increased sales."

In addition, he expressed the belief "that the wholesaler is one of the greatest helps the dealer has," and that the wholesaler is



Officers of the Western Hardware and Implement Association at the Hardware Age exhibit during the convention, Jan. 14 to 16. Left to right: F. E. Milner, Miami, Okla., retiring president; Herbert J. Hodge, secretary-treasurer, Abilene, Kan.; E. F. Ackarman, Sedan, Kan., the new president.

doing his utmost to carry a representative stock to supply the dealer promptly and in any quantity-and at prices which will enable the dealer to meet his competition. He also declared that through the association and its local clubs, much had been accomplished in eliminating the evil of jealousy between competitors. He reiterated his published opinion that up-to-date methods and strict attention to business will enable the retail hardware-implement dealer to compete with all other types of outlets for such merchandise. In bringing his message to a close, President Millner urged all dealers to return home following the convention with a resolve to refrain from confining their interests to the four walls of

their business location, saying "to go beyond and help make this a better land, a better community, a better State, and a better nation in which to live, and in which to do business."

Secretary Hodge, in his report, directed the attention of the membership to the upward trend of business and urged dealers to take full advantage of the improvement, saying: "For the second time since 1929 we are able to report a rising tide of business activity. The year has given many indications that the time of stress is passing. From the day we were freed of cramping regulations, the upward trend has become more rapid. The good sense and fairness of dealers have proved more efficient than government regula-

tions in bringing sound business practices. But potentially, the largest factor in our progress has been the rising morale of the customer, leading him to equip his farm with the implements and other adjuncts of his business, without which he has been carrying on for four or more years. This flood of demand, held back year after year, is upon us. It is our duty to take advantage of present conditions and reap the harvest that is ahead.

"Our business rests on a threepoint basis-manufacturer, wholesaler and retailer. Upon the hearty cooperation of these three depends our progress. Resolutions, correspondence and speeches will clarify the picture, but there must be a faithful working together in deeds and purposes to accomplish real results. Whatever concessions and agreements for the benefit of the trade are made, they should always be with a view to the best interests of the ultimate consumer — the farmer who puts his trust in us. In the eagerness of improved trade conditions and of efforts to seize the opportunity, we may be



F. H. SPINK Kansas City, Vice-President

tempted to overstep the bounds of sound business practice, and forget the principles that have been our strength in the past. There is more danger of this in a flowing tide than when trade is ebbing.

"But if we hold firm to our association's integrity, and work wholeheartedly toward a permanent confidence on the part of our customers, we shall build on solid ground. We must plan wisely for the future—no one knows what it may bring—so that whatever happens our business will

(Continued on page 66)

# $\operatorname{Sinh}^{O}$ $\operatorname{U}^{P}$ —The Standard of Living and Its Relation to the

## American System of Enterprise

#### By MORGAN FARRELL

Director, The Chilton Bureau of Economic Research.

HE burning question of the day is this: Are we going on to a higher standard of living, or are we just going to get ourselves out of this depression by waiting for the law of essential supply and demand to get to work?

Business everywhere has been anxiously awaiting a reasonable answer to that query. Upon it depend all the production and sales plans for 1936.

There are present indications in the national sky that business is to be released more and more from governmental attempts to regulate or conduct it. In fact we may as well recognize that the vast and hastily-conceived mechanism of Federal control, thrown together in the dark days of 1933, to start the wheels turning, has not fulfilled its function.

And now the expected has happened. Emergency measures, adopted with the best of intentions, though clearly unconstitutional at the time, have been definitely declared to be so by the Supreme Court. Other measures may be expected to follow the same course.

Where does that leave us?

Let us consider our standard of living, the highest for an entire people the world has yet seen. There are distinct causes which brought it about. Let us see if they are still operative. If they are, then our standard of living will continue to go up.

We all know what is meant by a high standard of living, but just to refresh our imaginations-It means a decent place to live, with home comforts and conveniences for all families, including those well down in the income brackets. It means labor-saving devices in the home, movies, radio, magazines, Y.M.C.A.'s, parks, parkways, beaches and athletic fields for amusement; vast school and college systems, museums, botanical and zoological parks, countless art and medical foundations for mental and physical welfare and advancement. And to supply all this it means factories. power, air, rail and automotive transport, distributing systems, retail stores. No other nation on earth has all these adjuncts of a high standard of living in such profusion as we have—nor are they likely to have them.

What is behind it all?

Men with the brains, initiative and enterprise, which compel them to start a business of their own, whether it is a service station or a department store, a steel mill or a toy-shop. They are the men who think up the things to do and to make and who then set about creating a mass demand for their offerings, whether they are lowpriced cars, frosted foods or airconditioners.

The people, please note, do not originate the demand for new goods but they are highly susceptible to advertising and all forms of sales effort. They are trained, so to speak, to want the latest and best for their families and themselves. They welcome the useful, the amusing and the novel because they, too, are ambitious. These possessions mark their upward progress in the world just as the creation of them marked the advancement of the inventor, the maker and the merchant. Taking it all in all, this spirit of getting on is the soul of the American system of enterprise-the spirit which has made America the leader of the world in human achievement.

So our standard of living is high and growing higher, because people eagerly absorb all the new goods, which comfort or amuse, as they spring from the teeming brains and humming machines of their producers. There is a sort of compulsion, which rests upon the one to produce and the other to consume. The urge to buy is so much the stronger because the producer of one kind of goods is a consumer of many others. He wants the latest models just as much as he presses his own upon the public.

And what of the future? Is the standard going still higher? Answering with another ques-

(Continued on page 74)

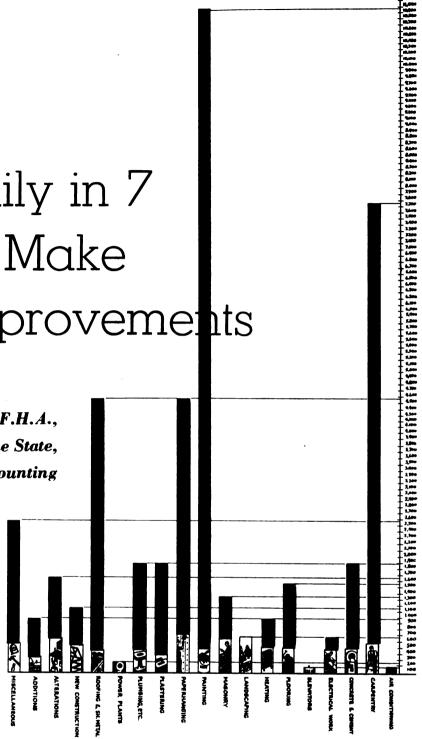
One Family in 7 Wants to Make Home Improvements

Better Housing Survey by F.H.A., Canvassing One-third of the State, Finds Potential Work Amounting to \$8,389,273.46

By A. E. LONG

NE out of every seven families in Nebraska definitely wants to make home improvements that will call for hardware items, and plenty of them. There may be even a much higher percentage than this of people in the state who know that their home needs repairs and remodeling badly; but at least one out of seven realizes his wants so definitely that he is willing to go on record about his needs and his desire to buy.

This is one of the results shown by the Better Housing Survey made in Nebraska by the Federal Housing Administration. It is worth while to consider the results of this Nebraska survey, because this was perhaps the most systematic and comprehensive sur-



This chart represents the number of pledges for a wide variety of housing improvements that were pledged in the State of Nebraska in a survey made by the Federal Housing Administration, and covering about one-third of the area. Pledges are as follows: For air conditioning, 142; carpentry, 7727; concrete and cement, 1800; electrical work, 651; elevators, 72; flooring, 1505; heating, 966; landscaping, 694; masonry, 1341; painting, 10,992; paperhanging, 4526; plastering, 1882; plumbing, etc., 1865; roofing and sheet metal, 4586; new construction, 1156; alterations, 1620; additions, 960; miscellaneous, 2577.

vev carried on in any state of the Union in connection with the campaign to stimulate building, remodeling and repairing of homes. True enough, when the Federal Housing Administration was first set up, there were a number of tentative surveys carried on throughout the country. For the most part these were made in a haphazard manner, and mostly carried on by mail. Some of these figures in 1934 were arrived at by a compilation of estimates made by some secretaries of the local chambers of commerce in many towns in the country. This was by no means an accurate reflection of what was needed by the householders nor what they were willing to buy.

But in Nebraska in the late spring of 1935, a definite canvass crew was set up to carry on the work of checking every home in the state. This was done by ringing doorbells, asking many questions, making accurate records, and then having the daily and weekly results tabulated by an accountant at the Omaha office of the Federal Housing Administration.

For this work a crew of 550 FERA workers was used. By using FERA workers it was possible to make such an exhaustive canvass, which would otherwise have been prohibitive.

Although the canvass continued for five months, it was still impossible to get over the entire state. At the end of that time, it became necessary for the FERA to close all work projects. This took the 550 men off the Nebraska project. By that time only a little more than one-third of the state's population had been canvassed.

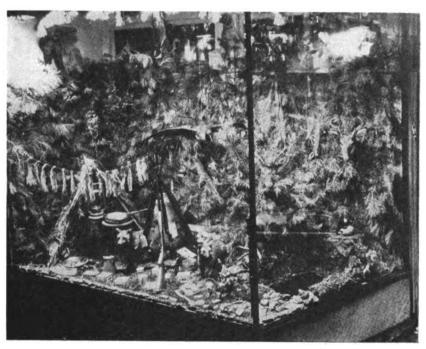
With one-third of the state's population canvassed, it was found that of those who made pledges to do modernization and building in 1935 or early 1936, 65 per cent wanted to do painting; 45 per cent wanted to do carpentry; 5½ per cent wanted to install heating equipment; 10 per cent wanted to do plumbing; 26 per cent wanted to ofplumbing; 26 per cent wanted to build new homes; 9½ per cent wanted to alter the home;

5 2/5 per cent wanted additions to the homes; and 15 per cent were listed as wanting miscellaneous work done around the home, which means a variety of things.

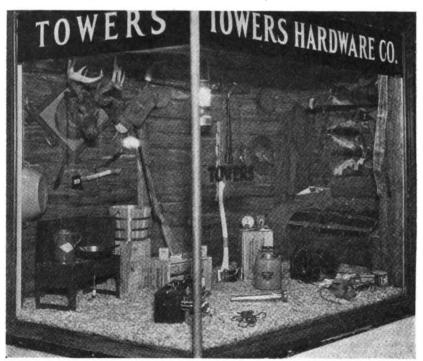
It is noteworthy also that this survey did not extend to the farms. It was confined to the cities and towns of 21 counties only. No funds were available for furnishing transportation for the workers to get to the farms and back, or from one farm to another. It

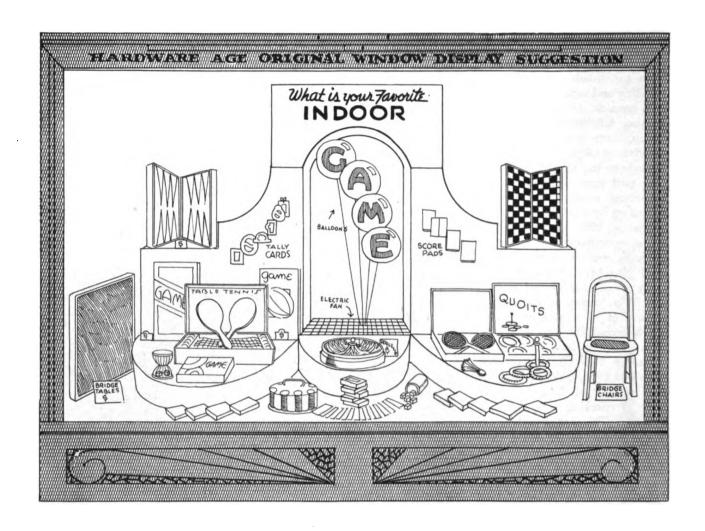
is confidently believed that had the survey extended to the farms, it would have revealed a still greater percentage of persons wanting repair and modernization work done.

With only one-third of the state's homes canvassed, it was found that owners pledged to do repairing and modernization to the total amount of \$8,389,273.46; it was found that new homes were in contemplation to cost \$4,046,-169.95.

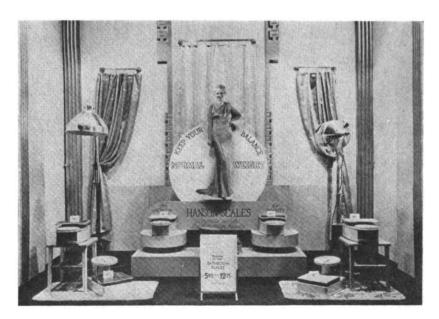


Two interesting hunting windows: Above: by C. L. Lobban, Harlan Hdw., Harlan, Kentucky. Below: Towers Hardware Co., Jacksonville, Fla.



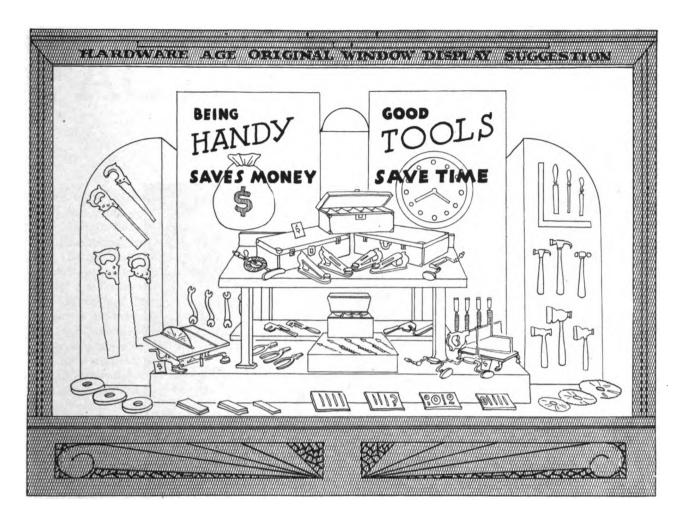


### Mid-Winter Window Trims



This window display was created for the Hall of Science, feature attraction of the First International Housewares Show in The Merchandise Mart, Chicago, Jan. 6-18. The Hanson Scale display uses similar composition features to those suggested in Hardware Ace each issue.

THE winter is slipping by rapidly, although it may seem long enough from a standpoint of comfort in many parts of the country; but there are some items of indoor merchandise that should be pepped up and cleared before the birds begin to chirp in the springtime. Here are two windows that will help to do it. The game window utilizes the electric fan, concealed beneath the grill work to get motion into the display through the balloons that keep weaving around in the center. These balloons should be in brilliant colors. The various games will help to put color appeal into the window

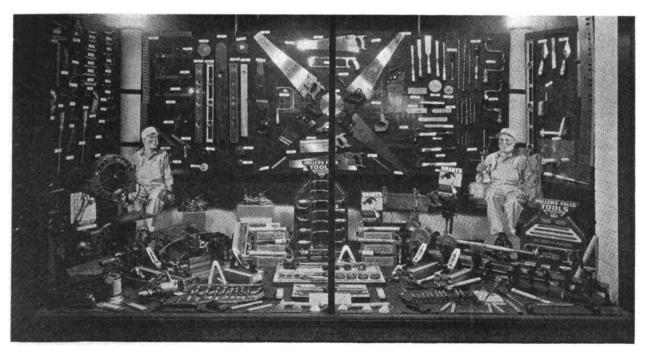


While tools are a year 'round line, their great opportunity for use comes in the winter. HARD-WARE AGE interchangeable display fixtures make the foundation of the display of tools illustrated,

as is the case in the game window. If you can insert a real clock in this background you will have a good attention getter.

The window reproduced in the photo below comes from Tim-

mins, Ontario, where much American capital is invested to produce gold. Marshall-Ecclestone, Ltd., used this display with good effect. It displays a wide range of tools for mechanics and craftsmen.



Marshall-Ecclestone, Ltd., Timmins, Ont.





Cowperthwaite's card display at Haddonfield, N. J.



## Greeting Cards Bring Store Traffic . . .

have swept the country like the radio, and are sold in just about as many diverse types of stores. You find them in drug stores, novelty shops, grocery stores and even gas stations. Yes, and you also find them in hardware stores.

Several years ago the Cowperthwaite Hardware Co. in Haddon-

## Cowperthwaite Hardware Co., Haddonfield, N. J., tried them as an experiment and increased sales

field, N. J., put in a few gift cards purely as an experiment. To their surprise this new line immediately aroused interest among their customers, and resulted in a volume of sales that demanded a more elaborate stock. Mr. Cow-

perthwaite added to his small stock of cards and arranged samples of each type in neat albums, from which the card desired could be selected by a file number. A separated album was (Continued on page 82)

## FACTORY SELLING

THE selling of industrial supplies offers a real profit opportunity to the many hardware firms who are or could be major distributing factors for factory supplies. The business tide is turning and the time most opportune to start cultivating the industrial market in a most aggressive manner. Factories use daily large quantities of such staple hardware lines as bolts, nuts, rivets, tools, sandpaper, abrasives, etc., and also a great number of related specialties akin to the hardware field. Except in the strictly rural and residential sections, the majority of normal hardware store market areas include some industrial activity - factories, mills, mines, lumbering and contracting organizations—all good potential hardware customers.

Hardware distributors, both wholesale and retail, have already reported improvement in sales to factories. Prospects for further expansion of industrial activity are better than at any time within the past five years. Every effort is being made to accelerate the production of capital or durable goods as a recognized essential for complete economic recovery. From this development, now well under way, will come a tremendous demand for hardware and supplies which factories will purchase from the firms who actually go out and seek the business.

It is difficult to define the items embraced by the term "factory supplies." It is not necessarily the character of the item, but the way it is sold that determines whether it is a "factory supply" line. All goods sold for use or consumption by industrial plants, mills, shops, mines, oil fields, quarries, municipalities, public institutions, railroads, shipyards, public utilities, garages and similar establishments come within the meaning of "factory supplies" and present a profitable market worthy of the best selling efforts of the wholesale and retail hardware trade.

There are more than 250,000 industrial customers in this country whose annual purchases of tools, supplies and equipment are normally from four to five hundred million dollars. It is truly a vast market.

To obtain a full share of this market requires active and planned selling activity. Factory buyers will not seek hardware or other firms for their supplies, except in emergency calls for small quantities. The real volume of factory selling comes only from

ample footwork and a persistent outside selling This must be campaign. supported at headquarters with service and stock facilities to cope with the needs of local factories. There can be no formula, as requirements of quantity and variety will vary with localities. It is essential to study the existing available factory market and to govern stock and services accordingly. From then on it is an intensive selling job with returns truly commensurate with the effort and thought expended. Even among the smaller retail hardware stores there is an important opportunity for factory selling at a profit. But it cannot be handled at the store, on an over-the-counter basis. It is not that kind of business. It is strictly an outside selling job which the store owner or competent associate must pursue diligently and on a regular calling schedule. A great many factory buyers would prefer to place some of their supply business with local retail hardware stores if they had some evidence that such dealers are prepared and interested in factory selling. The average manufacturing executive has sufficient local pride to approve of local purchases and would welcome the selling interest of local retailers. There is hardly a department in the hardware business, wholesale or retail, which offers a

That the hardware trade may be inspired to seek a greater part of the vast factory supply market, HARDWARE AGE dedicates this "FACTORY SELLING" editorial section, presenting pertinent data,

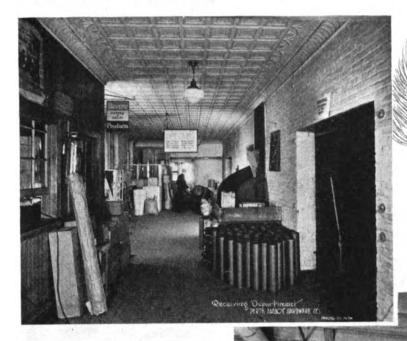
better return for proper planning and active

experiences of other hardware firms and related material which should aid in this profitable selling activity by our readers.

selling.



## Hardware Firm Obtains 75%

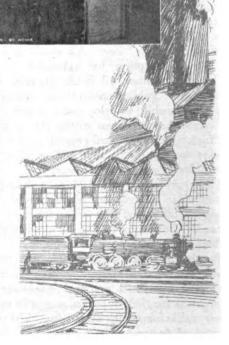


Perth Amboy Hardware Co., Perth Amboy, N. J., Gets Its Share of Mill Supply Volume. Uses New and Effective Approach to Acquaint Industrial Buyers with Its Facilities for Handling Factory Requirements.

ALESMEN calling on the factory trade for the Perth Amboy Hardware Co., Perth Amboy, N. J., carry photographic evidence of the firm's ample facilities to handle all kinds of mill supply requirements promptly. Each salesman has a photographic album containing 32 views of the warehouses, shipping and receiving rooms, railroad siding and other factors incident to handling efficiently the distribution of the many hardware requirements of industry. These photos are particularly useful when selling the factory whose location precludes a personal visit to the store and

warehouse by the purchasing agent, maintenance man or production executive. Many such prospects could not otherwise visualize the scope of the firm's mill supply services and stocks and might consider the firm too small to handle anything but incidental small pick-up requirements.

Many large buyers of factory and industrial supplies have been favorably impressed through this idea. It enables the company's representatives to show purchasing agents of industrial plants just how well the firm is prepared to serve their varied requirements.

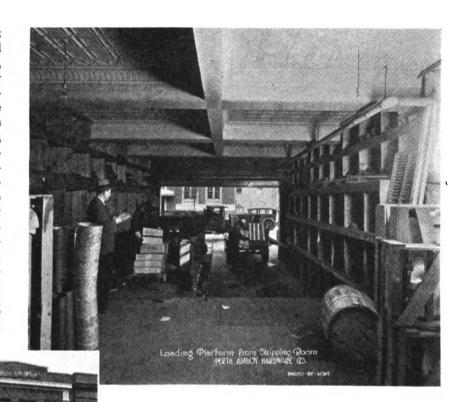


HARDWARE AGE

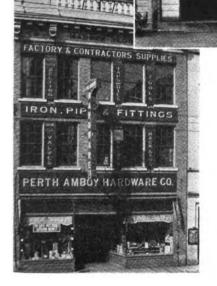
## of Its Volume from Factories

Purchasing agents located at points distant to Perth Amboy had no conception of the stock carried, or of the size and exact character of the firm. In such cases, especially when new accounts were being solicited with purchases being handled in New York City, or some similar remote headquarter's point, the prospect frequently had some misgivings concerning the company's ability to fill orders speedily, completely and economically. It was definitely learned that such false impressions did exist and were often real obstacles in getting the busi-

Apparently, many potential buyers, noting the "hardware" firm name, believed the company



FACTORY SELLING is a major activity of the Perth Amboy Hardware Co., Perth Amboy, N. J., as these four views on these two pages show. The three interior views and the picture of the railroad siding indicate the volume of business handled and indicate the facilities of the firm to handle such orders. The front and rear views of the store building are interesting, particularly the latter showing space in the doorway for trucks to come and go and to load and where necessary unload. These are some of the pictures used by salesmen of the company to show their ability to handle factory business in an efficient and prompt manner.







RAY D. HOWELL

Secretary-treasurer of the Perth Amboy Hardware Co., who supervises credits and finds factory accounts give a minimum of collections problems.

to be a small hardware store, and were unable to conceive how such a store could satisfactorily serve their industrial needs. In such cases it could be explained, with advantage, that the company utilizes 40,000 square feet of floor space, has fifteen employees, has a large and well assorted stock, and every modern facility for efficient service. However, a better means for enabling prospects to visualize the company's scope and true character was sorely needed, and the photo album has filled the need.

Whenever possible, the company takes prospective buyers on a tour of inspection through its quarters. When a personal visit is impractical, the next best thing is a look at the photos. Each album contains 32 views of various parts of the firm's offices, stock rooms, warehouse, store and equipment. The albums are bound in boarded leather binders with the firm name imprinted in gold on their covers. The photographs reproduced herewith are representative of the views shown in each album. The impressive pictures make it readily apparent why the idea has been so effective in creating new factory supply business for the company.

#### **Nearby Factories**

Many large industrial plants are located in the vicinity of the store. Most of these are engaged in the manufacture of various clay and copper products, although other types of mills and factories are represented to a lesser degree. It is natural that the company has long specialized in serving such industries with the wide range of supplies specifically required for these plants. While the company's retail hardware store does a substantial volume, the mill supply end of the business has been steadily developed until it now accounts for three-fourths of the total volume. The balance of the volume is equally divided between the retail store and a wholesale plumbing supplies department. Several hundred industrial accounts are on the firm's books. The yearly purchases of many of these accounts are in the several



SAMUEL G. LEVINE

President of the Perth Amboy Hardware Co., who spends two afternoons a week on factory selling, covering a route of calls he has handled for many years. The mill supply department is the particular pet of Mr. Levine.

thousand dollar classification, while five figure totals are not at all unusual.

In soliciting orders for industrial supplies the company "combs" a territory within a twenty-five mile radius of Perth Amboy. The city itself is an industrial center, having a population of 43,516. A number of industrial plants are also located in nearby towns. Two regular outside mill supply sales-

men are employed and have been calling on the same trade for more than 20 years. In addition, Sam G. Levine, president of the company always devotes Monday and Tuesday afternoon's of each week to calls on a route he has covered regularly for many years.

Both of the mill supply salesmen, as well as Mr. Levine, religiously stick to a schedule which calls for regular and frequent calls on all industrial buyers in the company's territory. This solicitation is not over-done, of course, and the idea is conveyed that the call is primarily in the nature of a friendly visit with business being of secondary importance. A real effort is made to develop an intimate acquaintanceship on a business as well as a social basis. While the company does not attempt to "buy business," it is not adverse to providing a buyer with a reasonable amount of entertainment.

One of the big advantages enjoyed by the firm is that speedy service can be given. In an effort to further capitalize on this advantage the company has made every possible provision for facilitating service operations and expediting the delivery of orders. The company's building is L shaped, fronting on two streets.

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Simple order form used by mill supply department of Perth Amboy Hardware Co. reduces chances of errors and misunderstandings. There are only a few entries required which encourages a complete recording of the essential facts.





The general retail hardware business is not neglected by the Perth Amboy Hardware Co. This photo provides a good idea as to the scope, size and arrangement used by this firm in the strictly retail end of its activities. Major electrical appliances, table appliances, house furnishings and all the other lines common to the retail hardware business are featured in this complete store.

Half of the building is three stories and basement, while the other half is four stories and basement, and a large electric freight elevator serves all floors. This elevator is adjacent to an enclosed loading platform, facing one of the streets, which accommodates two trucks at a time. A spiral gravity chute for small packages also terminates at this loading platform.

#### **High Speed Trucks**

Recently it became apparent that it would be desirable to have delivery trucks capable of higher speeds than the trucks then in service could develop. Although the old trucks were in fair mechanical condition, the company felt there was enough to be gained through quicker delivery service with speedier trucks, so it was decided to purchase three new trucks. Industrial activity in the district is increasing, and the resultant improvement in the company's mill supply business has been such that the purchase of a fourth truck is now being considered. Four telephone trunk lines obviate any reasonable chance that buyers might have difficulty in promptly reaching the company by phone.

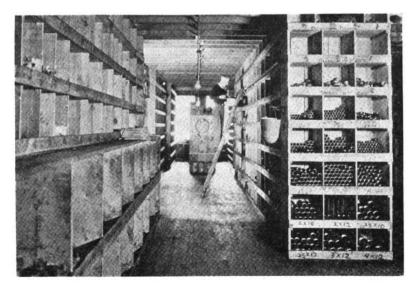
#### Stock Arrangement

The locations for the stocks of the various supply lines have been

thoughtfully chosen, with the lines in best demand placed where they are easiest of access. Related supplies, such as transmission equipment, are grouped together, as most orders call for several items in the same line. This method makes it quicker and more convenient to assemble an order for delivery. Separate sections are similarly given over to stocks of brass, black and galvanized pipe fittings, belting, etc. Pipe is a big volume line for the company and a large quantity in a very wide range of sizes is carried in the company's warehouse located on a railroad siding a few blocks from the main building. Some idea of the volume of pipe handled can be gleaned from the fact that in 1934, the firm was the largest pipe distributor for the Youngstown Sheet & Tube Co. in the New York metropolitan area.

The order form shown in the accompanying illustration is used for all orders and has proven to be very practical for the purpose. In the event of error or complaint, the form shows how the order was

(Continued on page 58)



Bolts, nuts, lag screws, machine screws, pipe fittings, etc., are sold by Perth Amboy Hardware Co. in large quantities. This picture taken in the warehouse shows the stock bin arrangement used on such lines which are sold over the counter as well as to the factories by the outside selling force.

### West Virginia Retailers Note Improved Condition

N the opening address of the 30th annual West Virgina Hardware's Association Convention by the president, O. V. Bowling, there were cited many incidents showing that business in 1935 had rapidly improved beyond expectation.

Mr. E. E. Bibb of the Beckley Hardware Co., of Beckley, past president, was introduced as next speaker. The nucleus of his discussion was "Dealer Cooperation." Mr. Bibb stressed community cooperation. He said that healthy competition is the life of the trade, while unhealthy trade is a detriment. He thinks that lack of community cooperation is the vital cause of customers going to larger cities.

Probably one of the most practical and useful discussions was "Salesmanship," from A. MacLachlan of the Dover Manufacturing Co., Dover, Ohio.

Most people starting in business think primarily of finance and merchandise. Concentrating on those and casually devoting time to the most important of the three requisites, which is sales, we find that people going in business are finance minded and merchandise minded rather than sales minded. The alert wide-awake business man thinks of sales as the object of his business.

In making a sale, said Mr. Mac-Lachlan, the salesman must have three things in mind—the opener, at which the salesman asks a question, introduces his article; second—the body of the sale, sell the value of the article to the customer; and lastly, close the sale—and how important this is.

A business man once asked Mr. Woolworth, of the 5 & 10 cent store, how many salesmen he had. He replied, "One." The man repeated the query a number of times, thinking Mr. Woolworth probably didn't understand, and finally for the fourth time he answered, "I have one salesman." And referring to the girls behind the counter, he said, "they are not salesmen, they are bundle-wrappers."

A salesman sometimes uses the argumentative type of selling rather than the persuasive type, which is by far the better one.

On the second day Mr. Milton Marsh, of Marsh Brothers Hardware Co. of Weirton, West Virginia, was introduced by Mr. Bowling as one of the principal speakers of the day.

Mr. Marsh said that the mental law of sales has many fundamental factors. One must have a general idea of business economics, which is the background, then must always understand business psychology. He showed that sales promotion must be worked out on a profitable basis.

Time is an important word that measures our existence in this world. There is no time in eternity, however; we cannot comprehend eternity and must appreciate the value of time. Let us distinguish ourselves by making proper use of our time. Timeliness is a word which emphasizes man's use of knowledge at the right time. Timeliness in sales promotion requires coordinating the buying and selling of merchandise.

Is business a cold hearted proposition, or are service and good-will a part of sales promotion? Many large firms handle important matters cold heartedly, forgetting that sentiment is a part of everyone's make up. The everyday things that we do and the attention over the counter create good-will among customers only to the extent of the service we render.

Build confidence and you will soon realize the penetrating value of thought impulse. Confidence banishes fear. As the surgeon depends entirely upon his ability at all times so should the salesman depend upon himself at all times.

The latent powers within us are better illustrated by the Bible story of Daniel. His right thinking, confident attitude overcame the lions because they sensed his friendly, positive control of himself. Sales promotion is after all only the return response to generous impulses created within ourselves when we really mean what we say. . . . Buy With Confidence.

Major C. C. Anthony, member of the staff of the Federal Housing Administration of Washington, D. C., discussed in detail the Better Hous-







H. R. CLOWER Sec.-Treas.

ing Program of the Federal Housing Administration. He said that there had been changes and additions of the Housing program within recent months. It was interesting to note the new developments.

Monday evening at 6 p. m. there was an annual dinner for the retail hardware dealers—with H. Kalbitzer as toastmaster.

In addition to the above entertainment, and through the courtesy of the C. & O. railway, was presented a real worth-while show. Two hundred years of history in one vital, pulsating hour. A liberal education in every moment. An hour of supreme entertainment. Nothing like it has been attempted before.

A banquet was held for the members of the association and their wives and friends in the spacious and attractively decorated dining room of the beautiful Greenbrier Hotel, Tuesday evening at 6.30.

H. L. Van Sickler, member of the House of Delegates, was toastmaster for the occasion.

After a delectable six-course dinner, Dick Stokes, popular attorney and entertainer of Covington, Va.. in his usual witty and humorous manner, fluently spoke on various issues of the day.

After the banquet, dancing was enjoyed in the Cameo Ball Room, with the orchestra from Greenbrier Military School of Lewisburg, playing under direction of Captain W. W. Beardsworth, member of the faculty.

Newly elected officers for the year are: R. F. Cox, of the Fairmont Wall Plaster Co., of Fairmont, president; first vice-president, Norman Cook, of Huntington; second vice-president, E. A. Dann, of Elkins; and secretary and treasurer, H. B. Clower, of Oak Hill.

## The Service Hardware Store

#### By SAUNDERS NORVELL

VERY night here in New York and in hundreds of other large cities the commuters who live in the small towns surrounding these large cities crowd the sidewalks and the stations in a grand rush for their trains. Almost all of them carry packages and bundles, and sometimes even bulky articles like vacuum cleaners and lawn mowers. The next morning this same army of people rush for the early trains to take them back to the city to their jobs. Usually, with the exception of a newspaper or a magazine, they return to the big town empty-handed. The great mass of these people leave early in the morning and return home in the wintertime after dark. In the mornings they are in a great hurry to catch their trains. At night they are tired out, and seem to have but one idea-to get home as soon as possible. The shopping of a large percentage of these commuters is done in their lunch hours. How often have we found employees surreptitiously eating their lunches in the washroom so they could have a full hour to shop. Now the point of all this is that the local merchants in the villages surrounding the large cities lose a great deal if not practically all of this good business because they have adopted few methods or plans to keep this business at home. On all the N. Y., N. H. & H. local trains the brakeman, when calling the name of a town, always adds, "DON'T FORGET YOUR PARCELS."

About a year ago I spoke before the Rotary Club of an at-

tractive small town near New York with which I am very famil-The basis of my talk was that these small towns did not need any more local doctors, lawyers, dentists, plumbers, electricians, etc. In fact, most of them were overstocked with them, and with merchants, too. I told my Rotary friends that for them to make an effort to increase the size of their towns by bringing into town more of this class of people was simply increasing their own competition and making it harder for the local people to make a living. I told them what they should do was to advertise the advantages and attractions of their village in the large New York papers. I suggested, for instance, that for six months, in order to attract attention to their town, they should have small ads telling of the kind of people they did not want in their town. such as, "We do not want any more merchants, chain stores, plumbers, electricians or doctors in our town." Naturally people would become interested in such peculiar advertising. They would wonder just what this town did want. Then in the last six months of the year, they could state the kind of people they did want. The kind I recommended they advertise for was people who had jobs or businesses in the city. People who made their money in the city. People with incomes of \$5,000, \$10,000, \$20,000 or \$25,-000 per annum who could come to this town, buy homes, live there and spend their incomes there.

I told the true story of a citizen

of this town who one Sunday brought a friend to his home and then in the afternoon drove him around the town. As a result of this drive, the guest, some twenty years ago, bought a home in the town and has lived there ever This man, counting up taxes, insurance, automobiles, living expenses, etc., has spent upon an average of \$20,000 per annum in this town. In twenty years he has spent \$400,000. How much better to get citizens like that than to add to the already overcrowded merchant class.

Strange to say, I have been again invited to speak to this Rotary Club, and the subject I am going to take this time is what the merchants in this small town can do to stop the class of large buyers from buying the greater part of their needs in the city. In other words, what they can do to divert the business to the local merchants, local lawyers, local doctors, local plumbers, etc.

For instance, in this town with which I am very well acquainted, because I live there, I suppose there are one or more first-class dentists. As a matter of fact, I don't know one of them, have never heard of them and don't know their names. I have my dentist work done in the city, but there is no good reason that I can see why it should not be done in my home town. Come to think of it, at one time I did use a dentist who lived in my home town, but had his office in New York and who commuted every day. However, it was just an accident that he happened to live in my town.



It is also curious that his name was Dr. Payne. One day he asked if I did not smoke a great deal. I admitted it. He told me my mouth and throat were too dry as a result of excessive smoking and some of these days I would catch pneumonia and the chances were it would be all up with me. He said he had stopped smoking himself because he knew this to be a fact. Shortly afterward I received a notice that his business in New York had been bought by another dentist. Telephoning to get the facts, I found that Dr. Payne himself had just passed away from pneumonia. He was a good dentist, and he had the nerve, if you did not come on time, to charge you up for the time he lost on account of your tardiness. He was quite independent and told me he had no time to waste waiting for procrastinating customers.

#### **Garage Service Station**

In a recent article I referred to my study of a garage that had developed from a service station to an all 'round mercantile establishment with a restaurant and furnished rooms in addition. This garage gave real service. It was an evolution. The proprietor was bright and cheerful, and told me he was making money, although he had to work like a horse to do it. This experience with the garage, as I wrote before, made me think a lot of those retail hardware stores in the small towns near large cities. Why isn't the answer to that problem the development of service to their community. Suppose one of these city workers who is always rushing away and rushing back, needs a plumber. Probably the plumbing goes on a rampage at night. Why shouldn't the hardware dealer supply him with a plumber? Why shouldn't he advertise that he has a night telephone for emergency calls? Why shouldn't he send a pamphlet to these commuters telling all about the service he is not only willing but able to render? Then your screens go bad. They rust. The screen doors sag. The lock on your front door does not work, etc. Why shouldn't you telephone to your hardware store, tell him your troubles and have the hardware dealer send a mechanic to do the work? Suppose you want a gardener to do a few days' work? You do not know any one you can get. Why shouldn't your hardware store supply one?

One morning not long ago as I was shaving on the second floor of my house, an athletic looking young man in a khaki suit leaned out of the branches of a tree near the window and laughingly called out, "Good morning." He was a tree surgeon. When I arrived downstairs I found several of them working on my trees. But they were not local young men. They were Davey tree surgeons, and came in a truck from their headquarters. Our town and neighboring towns are just full of trees. We have more trees than anything else. Now why shouldn't a number of young fellows out of jobs learn how to be tree surgeons and then get the hardware dealer to advertise that he will supply tree surgeons at any time. Fathers-inlaw are running short and the college man is actually getting to the point where he needs a real job in order to keep the wolf from the door. Possibly some of them might condescend to climb trees.

#### A Suggestion

If I were a retail hardware dealer I would pick up some carpenter who was out of work, also mechanics in other building lines who are out of work, supply them with materials and send them out around the town, from door to door, to repair anything in their line that needs repairing. There is always somebody from day to day who needs small repairs done, but like going to the dentist we put off these repairs from week to week or month to month, until real damage is done, and the job costs a lot more. If some representative of the local hardware store called with his tools, he would pick up a lot of jobs. Most of us just need to be reminded, and the man who needs to be reminded, especially in my judgment, is the commuter who spends so few days in his home. Naturally he plays golf, bridge, etc., and seldom has time on Saturday afternoons, Sundays or holidays to look for the trouble spots around his home. If someone calls who can attend to these matters for him, he is only too glad to delegate the job to him. And besides the idea of service from the local hardware store, this will, of course, sell much material in that line for the dealer.

#### Competition

When I sold out in the drug business, one of my young men went into the retail hardware business in a town on Long Island. The other day he called on me, and so I had an opportunity to talk first-hand with a real retail "How are hardware dealer. things?" I inquired. "Well," he replied, "I have been able to make a living, but competition is very keen." "What kind of competition do you mean," I asked, "price competition?" "Yes," he said, "chain stores and all that." "You give me a pain in the neck," I replied. "You have been reading too much about this chain store competition. Here on my desk is a pamphlet gotten out by Dun and Bradstreet, telling the causes of failures in all lines of business. The main cause, as you will see here, is not price competition, but inefficiency. Another big cause is outside speculation. As a matter of fact, on the authority of Dun and Bradstreet, and you certainly could not have a better authority, is the statement that failures caused by cut prices are practically non-existent."

"But they do make some low prices," said my visitor. "Of course," I answered, "low prices have always been made by somebody on something." Then I went at him about the service idea. "How will I find time to give all that service, on top of all the work I am already doing?" To which I answered: "Don't you think you are spending too much time buying and entertaining the many people who call on you. Don't you think you could cut down on this, and devote more time to selling?" Then I added that in my personal experience I had known hundreds of retail dealers

(Continued on page 74)

#### CONVENTION CALENDAR

California Retail Hardware Association Annual Convention and Exhibition, Santa Cruz, Cal., Feb. 3 to 5 inclusive, 1936. Headquarters, sessions, and exhibit: Casa del Rey Hotel. LeRoy Smith, manager, 417 Market St., San Francisco, Cal.

Southern California Retail Hardware Association Annual Convention and Exhibition, Los Angeles, Cal., Feb. 11 to 13 inclusive, 1936. Headquarters, sessions and exhibit: Ambassador Hotel. J. V. Guilfoyle, managing director, 1122 Pacific National Bldg., Los Angeles, Cal.

Hall Hardware Company's Thirty-third Annual Stockholders' Meeting, Convention, and Exhibit, Minneapolis, Minn., Feb. 18 to 20 inclusive, 1936. Business sessions and exhibition: The company's building, 6th to 7th Ave. No. on Third St. G. E. Hall, president and manager.

Illinois Retail Hardware Association 39th Annual Convention and Exhibit, Peoria, Ill., Feb. 4 to 6 inclusive, 1936. Exhibit: State Armory. Headquarters: Pere Marquette Hotel. C. G. Gilbert, secretary, 1155 Merchandise Mart, Chicago, Ill.

Iowa Retail Hardware Association 38th Annual Convention and Exhibition, Des Moines, Iowa, Feb. 11 to 14 inclusive, 1936. Headquarters and business sessions: Hotel Savery. Exhibit: Coliseum. Philip R. Jacobson, secretary, Mason City, Iowa.

Michigan Retail Hardware Association Annual Convention and Exhibition, Detroit, Mich., Feb. 11 to 15 inclusive, 1936. Headquarters: Statler Hotel. Business sessions and exhibit: Masonic Temple. Harold W. Bervig, secretary, 1112 Olds Tower Bldg., Lansing, Mich.

Missouri Retail Hardware Association 38th Annual Convention and Exhibition, St. Louis, Mo., Feb. 18 to 20 inclusive, 1936. Headquarters, exhibition, and sessions, New Jefferson Hotel. F. X. Becherer, secretary, 2861 Gravois Ave., St. Louis.

Montana Implement and Hardware Association Annual Convention, Butte, Mont., Feb. 13 to 15 inclusive, 1936. Headquarters and sessions: Finlan Hotel. R. M. O'Hearn, secretary, Bozeman, Mont.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

Nebraska Retail Hardware Association 35th Annual Convention. Lincoln, Neb., Feb. 4 to 6 inclusive, 1936. Headquarters and sessions: Cornhusker Hotel. George H. Dietz, secretary, 414 Little Bldg., Lincoln. Neb.

New York State Retail Hardware Association 34th Annual Convention and Exposition. Headquarters and business sessions at Hotel Syracuse, and Exposition at State Armory, Syracuse, N. Y., Feb. 11 to 14 inclusive, 1936. John B. Foley, secretary, 510 Hills Bldg., Syracuse, N. Y.

North Dakota Retail Hardware Association Annual Convention and Exhibit, War Memorial Bldg., Devils Lake, N. D., Feb. 4 to 6 inclusive, 1936. Louise J. Thompson, secretary, 21 Clifford Bldg., Grand Forks, N. D.

Ohio Hardware Association 44th Annual Convention and Exhibition, Cincinnati, Ohio, Feb. 18 to 21 inclusive, 1936. Business sessions, headquarters, and exhibition: Netherland Plaza Hotel. John B. Conklin, secretary, 175 S. High St., Columbus, Ohio.

Panhandle Hardware and Implement Association Annual Convention, Amarillo, Tex., Feb. 3 to 5 inclusive, 1936. C. L. Thompson, secretary, Canyon, Tex.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, 1936. Sessions and exhibition: 5th Regiment Armory. Hotel Headquarters and Entertainment: Lord Baltimore Hotel. W. Glenn Pearce, managing director, 400 N. Broad St., Philadelphia, Pa.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn.,

April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. sometime in April, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

Virginia Retail Hardware Association Annual Convention, Richmond, Va., Feb. 25 and 26, 1936. Headquarters and sessions: John Marshall Hotel. Thomas B. Howell, secretary, 602 E. Broad St., Richmond, Va.

Wisconsin Retail Hardware Association 40th Annual Convention and Exhibition, Milwaukee, Wis., Feb. 4 to 7 inclusive, 1936. Business sessions and exhibit: Milwaukee Auditorium. George W. Kornely, exhibit manager, 3374 N. Green Bay Ave., Milwaukee, Wis. H. A. Lewis, executive secretary, Stevens Point, Wis.



## Our Readers Write



#### Fine Work

Kansas City, Mo.—The Directory came through in good shape. It is a fine work, and I use it very often, in fact, more than I use The ——. I am glad to have it.

GEO. E. GARLAND, Secretary, Townley Metal & Hdwe. Company

#### OK in Every Way

HOUSTON, TEXAS.—We are glad to advise that your Directory is in every way okay and is being used to good advantage daily by our Purchasing Department.

The previous one was a great help to us and this one will be in constant use.

D. D. PEDEN, Pres. & Treas., Peden Iron and Steel Company

#### Welcome to Welcome

WELCOME, MINN.—We received our copy of the Directory "Who Makes It?" in good condition.

We find this Directory very handy and have made very good use of same since we received it.



BALTIMORE, MD.— The Hinge Ped-ler de-

sires to congratulate you on your fine issue of HARDWARE AGE for Sept. 26, 1935.

The Griffin Mfg. Co. advertisement, page 197, has attracted attention. Thanks. Have heard from same from my trade. Will see you at Atlantic City Convention.

HARRY GLOVER, The Hinge Ped-ler, Griffin Mfg. Co.

We always have it handy and wish to thank you very much for same.

A. H. MARTENS, Martens & Klein

#### **Lost Without It**

SELMA, ALA.—We are in receipt of your letter of the 7th, with reference to the recent issue of the Directory or "Who Makes It?" and we wish to say that we are very much



pleased with this copy and there is hardly a day that we do not use this in some manner, in fact, we would be lost without a copy of this within our reach during the day.

> J. C. COKER, Tissier Hardware Company

#### A Great Help

WARREN, OHIO.—Wish to advise that we are in receipt of copy

of Directory, or "Who Makes It?" which came to us in very good condition.

We wish to take this opportunity to thank you very kindly for the same, as we find it a great help in checking up on the different manufacturers.

S. L. RAMSEY, Manager, The Park Hardware Company

#### **Necessity**

MANSFIELD, OHIO.—Our copy of your Directory reached us in excellent condition. We think it is very complete. We use your Directory daily and cannot understand how we could afford to be without it.

GEO. STELTS,
The Wagner Hardware Company

#### **Locates the Makers**

LOUISVILLE, KY.—We received the Directory in good condition. It will prove very useful to our buying department in determining who makes certain articles. We are indebted to you for it.

C. R. Bottoroff, President, Belknap Hardware & Mig. Co.

Digitized by GOOGIE HARDWARE AGE

#### **Finest**

CORPUS CHRISTI, TEXAS.—Will say that the HARDWARE AGE dated September 26 is one of the finest editions of this kind that has ever come to us here in Corpus Christi, and you are certainly to be complimented on the splendid way in which you got this up. It is a credit to you and your organization.

OSCAR J. KOEPKE, Corpus Christi Hardware Co.

#### **Great Assistance**

WILLIMANTIC, CONN.—We recently received from you the Directory or "Who Makes It?"

This arrived in first class shape and I am sure it will be a great assistance to us, as quite often we have to look up certain articles to find who is manufacturing that particular item.

We wish to thank you very much for this service.

NELSON A. DANIELS, President, The Jordan Hardware Co.

#### One of Best Helps

LOUISVILLE, KY.—The Directory was received in perfect condition and we assure you it is appreciated very much. We think it one of the best helps we have in our buying department.

W. Stockhoff, Wm. Stockhoff & Son

#### **Use Almost Daily**

DIXON, ILL.—Copy received in good condition. We use this almost every day looking up "Who Makes It?" We could hardly do without it.

ACE STORES,
Howell Hardware Company

#### Can't Do Without It

Manitowoc, Wis. — "Who Makes It?" is indispensable, and we have use for it very often. Thanks.

Wm. Rathsack & Sons Co.

#### **Helps Many Times**

CINCINNATI, OHIO.—Copy of "Who Makes It?" received in good condition. It covers the field

completely and it has helped us in many instances to find the odd item wanted every now and then.

We appreciate your generosity in sending it to us. Many thanks.

C. Molser, President,
The Pickering Hardware Company

#### **Everyday Reference**

LEOMINSTER, MASS.—We received your Directory or "Who Makes It?" and are pleased to have it in



our files. There is hardly a day that goes by that we don't refer to

C. H. Wood, Leominster Hardware Co.

#### **Time Saver**

PITTSFIELD, MASS.—Would say, in relation to your Directory, that we find it a very valuable book to have. Have referred to it many



times, and find it has given us information we could not have obtained without a great deal of delay. We thank you for sending it to us.

> F. E. Peirson, Peirson Hardware Co.

#### **Has Convenient Place**

BUTLER, OHIO.—We have received our copy of "Who Makes It?" It has been received in good condition and want to thank you very much for sending us this guide. It has been placed in a very convenient place in my office and I know it will be a great help this coming year.

W. F. Bone, W. F. Bone Hardware

#### Very Much Pleased

CHICAGO, ILL.—Wish to advise we use the HARDWARE AGE Directory almost daily for reference work and are very much pleased with same.

> S. A. LEVIN, Bosler Supply Co., Inc.

#### Of Great Value

READING, PA.—Received the Directory (Who Makes It?) in perfect condition.

It is of great value to us and use it quite frequently; can offer no improvements for a better book.

H. F. HERTZOG

#### Put to Good Use

DUBUQUE, IOWA.—We want to thank you for the "September 26, 1935, HARDWARE AGE Directory Number" and find good use of it.

> W. G. WIMMER, George Wimmer & Son

#### Mighty Useful Book

Youngstown, Ohio.—We are pleased to acknowledge receipt of HARDWARE AGE Directory.

Our comments are: A mighty useful book of information for a hardware store. We refer to it many times, especially when calls come for merchandise we do not carry.

The book was received in good shape. We wish to thank you for this copy.

C. F. WILKINS, Manager,
The Wilkins-Leonard Hardware
Company

#### Appreciated

LANCASTER, PA.—We have just received our copy of your latest edition of "Who Makes It?" We find this Directory most useful in our office. It is referred to practically every day, and we very much appreciate the effort you go to to compile this edition and want to thank you for sending us this latest copy, which arrived in excellent condition.

H. C. HOPKINS, Reilly Bros. & Raub



News of Retailers, Jobbers and Manufacturers and Salesmen

## NEWS C

HARDWARE AGE FOR

#### NINE THOUSAND BUYERS ATTENDED FIRST INTERNATIONAL HOUSEWARES SHOW

Coming from all over the nation, and from several foreign countries, nearly 9,000 buyers attended the First International Houseware Show held in the Merchandise Mart, Chicago, Jan. 6 to 18 inclusive. It is reported that the show thus established a new high record for attendance at such events.

The show occupied approximately 270,000 square feet of the 1,375,000 devoted to the presentation of new lines in the Mart. Other markets held concurrently were furniture, floor coverings, lamps, china, glass and pottery, and curtains and draperies.

A more definite desire to make commitments; increased buying of better grade merchandise; concentration on highly styled items in the popular and upper price brackets, the attendance of many chief executives, supplementing the activities of buyers, and more orders than at any previous market event, were the high-lights. Estimates of increased sales by various firms ranged from 10 to 150 per cent.

The most unusual feature of the show was the "Hall of Science" wherein more than 50 of the country's foremost manufacturers of housewares staged separate displays, providing a unique exposition of modern merchandising methods, manufacturing processes, display ideas, and new products. Approximately 60,000 square feet of space was devoted to this attraction.

In the more than 500 new lines of merchandise introduced for the first time there was a multitude of new things for the home, designed to add to the beauty and utility of American kitchens. Outstanding were the many heat regulated devices. Another appliance that created considerable comment was an electric platter to keep a complete meal warm without burning or scorching. Enamelware reached new decorative heights this year with many manufacturers introducing new low priced lines. One manufacturer of electric ranges exhibited a range which can be set to have coffee ready exactly at breakfast-time.

pans, and sauce pans are being stream-lined and the use of detachable walnut or maple handles lends new beauty to such equipment. Among other interesting items exhibited were: iron skillets and frying pans, with enamel overlay in pastel shades; an electric vacuum cleaner with removable brush and top to facilitate emptying trash and dust; stoves with divided cooking tops with working space separating the burners, and new types of broilers patterned after those used in restaurants.

Many striking and distinctive exhibits were produced in the "Hall of Science". Besides providing new and novel methods of merchandising products the exhibits of many manufacturers were devoted to demonstrating

New types of kettles, frying | the constructional advantages of their products, either through "break-downs" showing the various stages of production or, as in a few cases, through demonstrations of actual manufacturing processes. Other companies devoted their displays to dramatic demonstrations showing the uses of advantages of their merchan-

> Of particular interest was the stress placed by manufacturers on the idea of selling matched sets. This trend was especially true in electrical appliances and kitchen wares. Vitrified china electrical aids in these sets were notable for style and beauty while there were many new notes in chromium, mostly in modern designs. Many of the kitchen utensils were of stainless metal.

#### Martin-Senour Three-Day Convention

The Martin-Senour Co., Chi- this improvement would not be cago, held a three-day convention, Jan. 6 to 8, at the Hotel Bismark, Chicago, at which sales and advertising plans for 1936 were discussed.

William M. Stuart, vice-president of the firm, opened the session by telling the group that the paint industry was entering an era of renewed consumer-confidence, but the full benefits of

realized by the firm unless it attacked the sales problem aggressively.

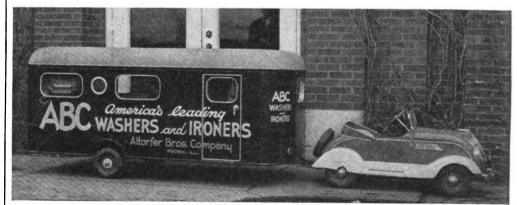
The modernization trend by home owners, desirous of improving their property, was discussed by Howard Weckel, central division manager. Harold T. Johnson, advertising manager, explained the merchandising and advertising plans for 1936.

#### 50 FROM PHILA. ASSN. TO ATTEND CONVENTION

The Retail Hardware Association of Philadelphia will send 50 of its members to the annual PASHA convention in Baltimore, Md., Feb. 24 to 28, it was decided at the monthly meeting of the local group, held Jan. 16 at Stouffler's, Philadelphia.

W. Glenn Pearce, managing director of PASHA, in an address, outlined the convention program, stating that among the speakers will be Governor Nice and former Governor Ritchie, of Maryland; Congressman Wright Patman, of Texas, and a number of men prominent in the merchandising world.

B. J. Muchweiler of Temple University, guest speaker at the meeting, urged dealers to concentrate more intensively on training their store salesmen in selling goods. "Between your advertising and your display of merchandise and the actual sales of the merchandise, there is a tremendous amount of lost motion," he said. "You have probably spent hundreds of dollars in getting the customer into your store, where poor salesmanship may nullify all your effort and expense." He listed three laws governing customer psychology in selling: the law of attention; the law of desire, and the law of action, placing the actual sale under the latter and declaring it too often ignored.



This miniature trailer of Altorfer Bros. Co., Peoria, Ill., is equipped with five miniature washers, this miniature tratter of Autorier Bros. Co., reoria, it., is equipped with five miniature wasners, duplicates of ABC Washer Model 66 and was built for the firm's booth at the Housefurnishings Show, Chicago. It is one-half the size of the large ABC trailer, outfitted exactly the same, and is pulled by a toy automobile. It is electrically wired and equipped with a sound system for reproduction of music and advertising messages.

## THE TRADE

IT BECOMES PART OF THE COMMON knowledge of the hardware trade THROUGHOUT THE COUNTRY WHEN Published in Hardware age

JANUARY 30, 1936

#### FLETCHER, TERRY BUYS S. G. MONCE, INC.

Jan. 1, 1936, marked the uniting of The Fletcher, Terry Co., Forestville, Conn., and S. G. Monce, Inc., Unionville, Conn., two well-known glass cutter manufacturers. The entire line of Monce products will be manufactured by Fletcher, Terry in For-

S. G. Monce, Inc., the older of the two companies, was established in 1869 by Samuel G. Monce, the inventor and patentee of the first steel wheel glass cutter. Twenty-four years later his nephew, Fred S. Fletcher, entered the business, and in time conceived newer and improved ideas about glass cutters. In 1903 he left the firm and founded The Fletcher, Terry Co. at Forestville.

We are informed that the combining of the two companies will insure the users of both firms' products a complete line of glass cutters and glaziers' supplies as well as Interchangeable Lock stencils, formerly made by the Monce company.

#### FORSBERG APPOINTS N. Y. REPRESENTATIVE

The Forsberg Mfg. Co., Bridgeport, Conn., has appointed Peterson Brothers, 85 and 104 Walker Street, New York City, as representatives in the New York Metropolitan area, and the adjacent territory. The New York firm will carry a warehouse stock, including such Forsberg products as Whale Hack Saw Blade, Hack Saw Frames, Coping Saw Blades and Frames and Screw Drivers.

#### POT & KETTLE NEWS

The Los Angeles Pot & Kettle Club has elected the following officers: L. L. Neblett, president; J. H. Pohlson and W. R. Read, vice-presidents; T. M. Moroney, recording secretary; J. H. Mignerey, corresponding secretary; A. F. Wheeler, treasurer, and J. V. Guilfoyle, George Slater and D. E. Sanford, directors.

The San Francisco Club elected the following officers: Hugo Auguston, president; Mike Sweyd, Fred Wigmore, Frank Overbeck, vice-presidents; Al Reasoner, corresponding secretary; Earl Robitscher, recording secretary, and

H. C. Baker, treasurer. Directors are: Tom Belton, Frank Bran. H. C. Gillan, Ray Harkness, S. Kaufner, Paul Neuman, Al Nisely, C. Putnam, F. Schultz and W. H. Spaulding.

National President Gillan appointed a committee to decide the place of the national conven-

The Los Angeles Club held its Hi-Jinks and Stag on Jan. 11.

#### REPUBLIC STEEL MOVES OFFICES TO CLEVELAND

Effective Jan. 25, the general | offices of Republic Steel Corporation were removed from Youngstown, Ohio, to Cleveland. The new offices occupy floors 13 to 16 inclusive in the former Medical Arts Bldg., recently named the Republic Bldg.

The move consolidates the general offices, which have been located in Youngstown, the executive and Cleveland district sales offices, formerly in the Union Trust Bldg., Cleveland, and the Advertising department, Massillon, Ohio. The sales offices of the Newton Steel Co. will also be located in the Republic Bldg., Cleveland.

The departments affected in the move include: General Operating, General Sales, Treasury, Purchasing, Accounting, Credit, Claims, Ordering, Coding, Traffic, Patent, Advertising & Sales Promotion, Sheet & Strip, Pipe, Bar, Tin Plate, Railroad, Culvert, Pig Iron & By-Products Sales. Engineering, Industrial Engineering, Salvage & Reclamation, and Industrial Relations. The sales offices of the Alloy Steel Division of Republic will remain in Massillon.

#### STEWART IRON WORKS CO. IN ITS 50TH YEAR FOUNDED IN 1886 BY R. C. AND W. A. STEWART

deceased, saw the possibilities forging, welding, etc. In the of profitably engaging in the fence industry, the company is manufacture of iron and wire products. Putting their ideas to picket fencing. Other of its the test, they established a small shop, The Stewart Iron Works Co. in Wichita, Kansas.

After several years of successful operation it was decided to move the business nearer the center of population and the firm in 1894 became established



R. C. STEWART

in Cincinnati, Ohio. Within three years, the company's growth necessitated a move to larger quarters but increasing business again made it necessary to acquire larger facilities. A factory site was selected in Covington, Ky., opposite Cincinnati, in 1903 and a contract was placed for the construction of a large iron works, which is now recognized as one of the largest of its kind.

The present plant has 350,000 square feet of floor space and is chinery, jigs and dies for fabri- grown up in the business.

In 1886, R. C. Stewart and cating bar, shape and plate work his brother, W. A. Stewart, now of any magnitude—cold working, recognized as a leader in steel



R. S. STEWART

products sold largely through the hardware trade include wire mesh partition work, window guards, folding chairs, folding gates, settees, railing work, miscellaneous iron and wire work.

In celebrating its golden anniversary, The Stewart Iron Works Co. continues to maintain its position in the industry under the leadership of its founder and president, R. C. Stewart, who learned the trade in a small iron shop of his father's, R. C. Stewart. Sr. Four generations have been and are engaged in the manufacture of the firm's products. Associated with Mr. Stewart in the business are his son, Robert S. Stewart, vice-president; his grandson, S. M. Stewart, assistant secretary; and brothers equipped with all modern ma- and nephews, all of whom have

#### ELECTRICAL ASSN. **ELECTS OFFICERS**

Frank W. Smith, president of the New York Edison Co., was elected chairman of the board of the Electrical Association of New York, Inc., Grand Central Palace, N. Y. C., and H. H. Barnes, Jr., commercial vicepresident of the General Electric Co., president, at the annual meeting of the association. Jan. 15.

Other officers elected were: C. E. Stephens, A. Lincoln Bush, C. L. Harold, Joseph F. Becker, vice-president; P. Schuyler Van Bloem, treasurer; J. H. Mc-Kenna, secretary, and S. J. O'Brien, assistant secretary. Mr. Barnes, the new president, succeeding Clarence L. Law, was first vice-president of the association for the past five years, during which period he was also chairman of the finance committee.

#### WESTINGHOUSE GOLDEN JUBILEE CELEBRATION

The Westinghouse Electric & Mfg. Co. held a general meeting, Jan. 8, in Pittsburgh, to celebrate its golden jubilee anniversary. President F. A. Merrick made a brief address, in which he introduced the speaker of the evening, Chairman W. A. Robert-

#### ALABASTINE CO. INAUGURATES EXPANSION PROGRAM ADDS OIL PAINTS, ENAMELS, VARNISH TO ITS LINE

#### W. H. Hall Appointed Director of Sales and Harry N. Jones, General Superintendent

John C. Corcoran, treasurer and general manager of the Alabastine Company of Grand Rapids, Mich., has announced that his company will begin 1936 with the most important expansion program in the history of the firm.

The company, which since 1930 has greatly expanded its line of wall-finish products, has now entered the field with a complete line of Alabastine oil



J. C. CORCORAN

paints, enamels, varnish and other paint specialties. "This move," said Mr. Corcoran, makes the Alabastine line one of the most complete lines of exterior and interior decorative products in America. During 1935 our business showed a 30 per cent increase over 1934, and a 58 per cent increase over 1933. With the introduction of our new line we are looking forward to greatly increased employment in our plant. We have prepared an aggressive advertising campaign in cooperation with Stevens, Inc., advertising agency, and will increase our sales force by at least 30 fully trained men.'

The Alabastine plant, consisting of three factories, and covering 88 acres at Grand Rapids, has been completely modernized to improve and increase production. New machinery has been installed throughout, and the plant layout revamped. New units can be added as needed without disturbing production. New equipment is of the most advanced type. The company has installed a new can marker of a new design, the first of its kind to be installed in America. Company offices have been completely modernized.

equipment makes it possible for the paint division to start with an initial capacity of at least 2500 gallons per day," Mr. Corcoran stated, "and we expect to increase this gradually to a daily capacity of 8000 to 10,000 gallons, placing us among the largest paint manufacturers in the United States."

W. H. Hall, well known in the paint trade, becomes director of sales, and comes to the new position from the Glidden Company to assume active direction of the sales program for the new Alabastine line.

"Over a period of 57 years, we have enjoyed the cooperation and support of jobbers, dealers and decorators throughout America," stated Mr. Corcoran.
"Through a fair and liberal policy, as well as through the excellence of Alabastine products, we have earned a measure of good will that will be of inestimable value in obtaining preference for our amplified line." The company will continue its policy of offering exclusive franchises to qualifying jobbers in each locality and backing up their efforts with an aggressive advertising and merchandising program.

Harry N. Jones has been appointed general superintendent of the Alabastine factory to supervise all production opera-tions. Mr. Jones has had 33 years of experience as paint formulator and plant superin-tendent for various prominent paint manufacturers.

A full line of industrial finishes and maintenance goods is expected to be added within the next 12 months.

A new label has been designed for the new line by Martin Ullman, New York City, internationally known package designer. It has a modernistic appearance with its green bands and the red Alabastine circle cross on a yellow background. A combination color chart has also been prepared and is currently available.

During its 57 years of existence, the Alabastine Company has made notable progress. Originally capitalized at \$20,000 in 1879, the company was recapitalized at \$200,000 in 1890, and subsequently recapitalized in 1904 at \$400,000. Present cap-In italization is \$1,600,000.

essary to bring in new money. The augmented capitalization represents actual earned income of the company. The present expansion program, which Mr. Corcoran estimates will require an outlay of approximately \$250,000, is likewise being financed from earnings of the husiness.

Other executives of the company associated with Mr. Corcoran are, A. Paul, superintendent of the water paint division; C. DeJongo, superintendent of the Michigan Gypsum Company, a subsidiary of the



W. H. HALL

Alabastine Co.; C. McEachron, superintendent of the color card and printing division. The Board of Directors includes besides Mr. Corcoran, Victor M. Tuthill, president; J. L. Hamilton, chairman of the board; A. D. Rathbone, secretary; N. T. Hamilton, vice-president; Noyes L. Avery, and H. B. Tuthill.

#### LEWIS HEADS ELMIRA PRECISION TOOL CORP.

Ransome T. Lewis, formerly manager of the Elmira plant of the American Bridge Co., has been named president of the Elmira Precision Tool Corp., South Main Street, Elmira, N. Y., and James E. Personius, attorney, has been appointed secretary.

Mr. Lewis retired from the American Bridge Co. after 32 years of service. He entered the company's employ in 1901 as manager of the Athens, Pa., plant and in 1902 was transferred to Elmira as manager of the three plants operated there at that time. His previous experiences were with G. W. G. Ferris & Co., Pittsburgh; Osborn Enginone of these recapitalizations, neering Co., Cleveland, and the 'Modernization of plant and the company states, was it nec-

#### **VAUGHAN & BUSHNELL** NAME NEW SALES MGR.

Howard A. Vaughan has been appointed sales manager for Vaughan & Bushnell Mfg. Co., Chicago, succeeding Leonard P. Finley, who has been elected vice-president, in charge of sales



H. A. VAUGHAN

promotion and advertising, for the Union Fork & Hoe Co., Columbus, Ohio. Mr. Vaughan previously had been in charge of plant operations for Vaughan & Bushnell.

#### IMPORTER SEEKS LINES FOR RIO DE JANEIRO

A. Brickman, representing the importing house of B. Herzog, Rua General Camara, 211/213, Rio de Janeiro, is shortly to re-turn to Brazil and wishes to correspond with manufacturers interested in introducing their lines in the Brazilian market. Communications should be addressed either to Mr. Brickman at 1814 Nostrand Avenue, Brooklyn, N. Y., or to his firm in Rio de Janeiro.

#### DAYTON RETAIL ASSN. **ELECTED 1936 OFFICERS**

The Dayton Retail Hardware Dealers Association elected its officers for 1936 at a dinnermeeting, Jan. 6, at the Y.M.C.A. Wallace Jones, retiring president, presided. Those elected were: Joe Schad, president; Carl Graeff, vice - president; Brooks Harmon, secretary, and John Kramer, treasurer and assistant secretary. The following were elected directors: William Hadeler, Wallace Jones, Charles Deppner, and Herlie Lehman.

The retiring officials delivered their reports. At this meeting there was also a general discussion of the state sales tax, farm trade, the state convention, and social securities act.

#### NORVELL, CHAIRMAN OF SALES EXECUTIVE GROUP

Saunders Norvell, chairman of the board, Ingersoll & Norvell, Inc., 370 Lexington Avenue, New York, was elected chairman of the National Federation of Sales Executives, organization of which was recently completed by charter members. Mr. Norvell will serve until the first annual meeting to be held in Chicago in June.

The primary aims of the organization are to provide the sales side of business with a national voice and to develop a wider and more influential fraternalism among those engaged in the managerial phases of selling and marketing. Association membership is available only to clubs, associations, societies or other groups concerned with sales or marketing or the teachings thereof. To qualify for membership individuals must have served or still be serving in an executive capacity on the sales or mar-keting side of business or in teaching and training directly concerned with selling and marketing.

Vice-chairmen named to serve for a similar period as Mr. Norvell are: W. V. Ballew, sales manager, Dr. Pepper Co., Dallas, Tex.; C. D. Garretson, president, Electric Hose and Rubber Co., Wilmington, Del.; E. D. Keim, vice-president, E. R. Squibb & Sons, New York.

#### ALBRA CASTINGS CORP. ORGANIZED IN INDIANA

The Albra Castings Corp. has been organized at Huntington, Ind., for the production of aluminum, brass bronze, monel and other non-ferrous castings. The formal opening was held Jan. 15 and invitations to inspect the foundry were sent out.

Officers of the firm are: Herman Voges, Jr., president; V. W. Pacula, vice-president; Charles L. Terrel, treasurer, and S. B. Richey, secretary. Mr. Voges, for the present, will direct the sales activities of the firm. He has had many years' experience in the manufacture of standard and special metal, wood working machinery, mechanic's hand tools, etc., including the production of basic materials from which these products are produced, such as ferrous and non-ferrous castings, drop forgings, stampings, etc. Mr. Voges for more than 30 years was executive head of the Webster & Perks Tool Co., Springfield, Ohio, until the disposition of the business in 1922. Previously he was connected in various executive capacities with the engineering,

production and sales of various | mained until he started his own classes of machinery and other metal products.

Mr. Pacula, who has charge of production, has for many years been connected in similar capacities with Campbell, Wyant & Cannon Foundry Co., Muskegon, Mich.; Studebaker Corp., South Bend, Ind., and more recently with The Elkhart Iron Works, Elkhart, Ind. Mr. Richey has been associated with Mr. Voges in various capacities. He is an experienced accountant and is well versed in manufacturing accounting and cost practices. Mr. Richey has had sales experience and will assist Mr. Voges in the sales management.

#### WOODWARD HARDWARE **IN BUSINESS 75 YEARS**

Jan. 25th marked the seventy. fifth year of business of the Woodward Hardware store, Carlinville, Ill. The store was founded in 1861 by Septimus S. Woodward in the northwest corner of the square and has remained in that same location. although in 1865 a brick building was constructed.

Mr. Woodward, the founder, was a tinner by trade. When he came to Carlinville in 1856 he & Fishback, with whom he re- business as of Dec. 31, 1935.

business. A year after, he formed a partnership with his brotherin-law, William Farrell, which lasted for many years.

The present owner and manager, Charles T. Woodward, a son of the founder, took over the store in 1901 upon the death of his father. He had previously assisted as a clerk. He took as a partner William Watson, who retired from the business a vear

#### WESTFIELD APPOINTS N. Y. REPRESENTATIVE

The Westfield Mfg. Co., Westfield, Mass., manufacturer of Columbia and Westfield Bicycles, Columbia Velocipedes and Sidewalk Bikes, has appointed Redell, Thompson & Demov, Inc., as direct factory sales repre-sentative in the New York and Metropolitan District. Offices and sample rooms are at 230 Fifth Avenue, New York City. The firm will sell the Westfield products for the account of The Westfield Mfg. Co., who will make all shipments and carry all accounts. Messrs. Redell, Thompson and Demov were formerly associated for many years with found employment with Keller Steinfeld, Inc., who discontinued

#### NATIONAL HOUSE FURNISHING EXHIBIT ATTRACTED 29% LARGER ATTENDANCE

Buyers of house furnishings, larger in numbers by 29 per cent than last year and coming from all over the country attended the Ninth Annual House Furnishing Manufacturers Association Exhibit, held at the Stevens Hotel, Chicago, Ill., January 5th to 11th. Many hardware wholesalers and retailers were represented.

Countless new household devices were shown to the trade for the first time in the 340 exhibits. Improved quality and finish were characteristics of merchandise displayed and on many lines an upward trend in prices was observed.

The joint annual dinner of the National House Furnishing Buyers Club and the Manufacturers Association, as well as the annual stag dinner of the Chicago Housewares Club, were the high-lights of the social program.

Fred Cowperthwaite, H. & S. Pogue, Cincinnati, was elected president of the House Furnishing Buyers Club for the current year and the following vice presidents were chosen: H. R. Tyler, A. R. Malone, Julius Hertzberg, Berg, W. C. W. Amos, Albert Porcelain Pahnquist.



WARREN EDWARDS

and D. W. Shaw. Louis Zinngrabe, Fair Store, Chicago, was elected secretary - treasurer, and Warren Edwards, secretary, National House Furnishing Manufacturers Association, continues as corresponding secretary of the Buyers Club. Members of the Club's board of directors for the ensuing year are: Fred Cowperthwaite, C. S. McGinnis, James Ginsburg, Robert John, V. G. Berg, W. A. Ricker and V. C.

#### G-E DISTRICT MGRS. ATTEND 4-DAY SESSION

District appliance sales managers from the 15 sales districts of the General Electric's Appliance and Merchandise Department met in Bridgeport, Conn., for a four-day sales meeting, Jan. 6-9, with company officials. Speakers included division and sales-section managers and representatives of the field organization.

The meetings were presided over by P. B. Zimmerman, general manager of appliance sales; D. C. Spooner, manager of the home - laundry - equipment and cleaner sales division; R. W. Turnbull, manager of the traffic appliance sales division, and R. J. Cordiner, manager of the radio sales division. The last day's session was devoted to a meeting of the district appliance sales managers and G-E radio specialists.

An entertainment feature was a dinner, with Mr. Zimmerman as toastmaster, and talks by Vice-President C. E. Wilson, J. L. Busey, president of the G-E Supply Corp., and R. M. Loughrey, district appliance sales manager, Portland, Ore.

#### SILVER ANNIVERSARY OF FRANKLIN HARDWARE CO.

Franklin Hardware Co., 52 Franklin Street, New York City, wholesalers of hardware, tools, machine shop supplies and automotive equipment, is celebrating its twenty-fifth year of service. Commemorating the event the company prepared a silvered fourpage announcement. The first page contains a message from the firm's president, George L. Borst, and the inside pages describe and illustrate the company's facilities.

#### DEALER WISHES TO RECEIVE CATALOGS

I. E. Jerome has sold his interest in the Gaston Hardware Co., Gastonia, N. C., to M. B. Query, Jr., and has opened a hardware store in Rock Hill, S. C., known as the Jerome Hardware Co. Mr. Jerome is interested in receiving catalogs from manufacturers of general hardware lines.

#### HOLT HEADS ATLANTA RETAIL ASSOCIATION

H. H. Holt was elected president of the Atlanta Retail Hardware Association at its January monthly meeting recently. H. H. Harris was elected vice-president, and R. W. Bridges, secretary and treasurer.

#### NORTH JERSEY ASSN. ELECTS 1936 OFFICERS

The North Jersey Hardware & Supply Association, at its Jan. 14 meeting in East Orange, N. J., elected its officers for 1936. They are: President, George Force, Tuttle Bros. Hardware, Westfield; first vice-president, C. F. Werner, Jr., Werner Hardware, East Orange; second vice-president, William Ludwig, Ludwig Hardware, Teaneck; third vice-president, Harold L. Miller, Miller Hardware, Jersey City. Melville F. Miller, Miller Hardware Co., Jersey City, was reelected secretary and treasurer.

William Ludwig, C. F. Werner, Jr., Ray Howell, H. H. Ludwig and S. D. Post constitute the executive committee. Delegates to the Metropolitan association are: C. F. Werner, Demerest Romaine, Harold L. Miller, H. H. Ludwig and Ray Howell.

A. Bivona, Jr., of the legal staff of the Title Guarantee & Trust Co., N. Y., discussed the Social Security Act, its purpose, rate of tax imposed and the legal aspects of the law. He answered questions put to him by the members. Outgoing President Demerest Romaine presided at the meeting.

#### KILBORN & BISHOP SOLD TO TWO PURCHASERS

Kilborn & Bishop Co., New Haven, Conn., recently announced that its special forging contract forging business has been consolidated with that of the Moore Drop Forging Co., Springfield, Mass. All dies and tools have been transferred to Springfield.

The Green line of tools has been sold to the Peck, Stow & Wilcox Co., Southington, Conn., and moved to the Pexto factory there.

The corporation existence of Kilborn & Bishop continues until disposition has been made of the real estate. Trading business is no longer carried on.

#### BOYLE CO. TAKES OVER 3-IN-ONE PRODUCTS

As was announced in HARD-WARE AGE, Jan. 16, page 56, The A. S. Boyle Co., Cincinnati, Ohio, has purchased the Three In One Oil Co. of New York City, manufacturer of 3-In-One Lubricating Oil and 3-In-One Furniture Polish. We are officially advised that these products will continue to be manufactured in Rahway, N. J., for the present.

The Three In One Oil Co. is being dissolved and all operations will be carried on by The A. S. Boyle Co. at the Cincinnati headquarters. Miss Liggett, who has McLeod, southwestern Dallas, Tex.; S. C. western district; Kans Mo., and A. A. Nerling district, San Francisco.

been vice-president of the former company, will continue in charge of export sales and syndicate store sales for The Boyle Company with headquarters in New York City. The sales of 3-In-One products will be handled by the Boyle organization in conjunction with its Old English Wax, Plastic Wood and Samoline. The sales force is being augmented to take care of the intensive selling plans which will be put behind all of these products.

#### G-E APPOINTS EIGHT DIST. REPRESENTATIVES

Eight district representatives have been named by the Hotpoint Refrigerator Division of General Electric Co. to assist the sales organization, Harry C. Mealey, division manager, has an-



S. C. GRISWOLD

nounced. The appointments and their respective headquarters are: F. L. Sacha, southeast district, Atlanta, Ga.; W. L. Sayre, New England district, New York City;



A. A. NERLING

E. F. Morford, north central district, Cleveland; H. G. Wilds, Middle Atlantic district, Philadelphia; E. H. Bryant, middle western district, Chicago; Lee McLeod, southwestern district; Dallas, Tex.; S. C. Griswold, western district; Kansas City, Mo., and A. A. Nerling, Pacific district, San Francisco.

#### THOMPSON, SALES MCR. FOR FONES BROTHERS

H. H. Rucker, president of Fones Brothers Hardware Co., wholesalers of Little Rock, Ark., has announced the appointment of Melvin H. Thompson as sales promotion manager. Mr. Thompson, a graduate of Hendrix College, was former assistant secretary of the Little Rock Chamber of Commerce and at one time was associated with the advertising agency of Gerald T. LeFever and Associates.

#### GEO. WORTHINGTON CO. ISSUES 1936 CATALOG

The George Worthington Co., Cleveland, Ohio, has issued its new 1936 catalog containing many new lines not shown in the 1930 issue. The volume contains 1070 pages compact with descriptions and illustrations, many of which are in color. The catalog is in loose-leaf form and the pages are held securely between hard leather covers by means of screws, to allow a change of pages. It also contains postal rates, mailing zones, a complete alphabetical index and a department and classified index.

#### NEW F-M LINE PRESENTED AT MEETING

Distributors and their sales managers viewed with enthusiasm the new "C" line of Fairbanks, Morse Conservador Refrigerators at the Stevens Hotel, Chicago, recently. The models were presented by W. Paul Jones, head of the Home Appliance Division, Fairbanks-Morse, Chicago, who also presided at the all-day meeting.

A review of 1935 activities was made by M. Frankel, who has been closely associated with the direction and management activities of the home appliance division of the company since its inception. F. D. Peltier, chief engineer in charge of refrigeration, spoke to the distributors on "Engineering a Successful Line." He outlined improvements that have been made and also discussed the quality nature of all of the various parts and their importance to satisfactory performance in relation to the advanced principles of electric refrigeration.

Sales features were portrayed by dramatic sketches. National and local advertising and the literature and promotional material were displayed and explained by W. R. Ceperly, advertising manager. Distributors were given an opportunity to present their viewpoint. At the banquet Mr. Jones spoke on "The Value of the F-M Franchise."

#### McINTYRE APPOINTED NORGE VICE-PRESIDENT

Norge Division of Borg Warner Corp., Detroit, Mich., has appointed George McIntyre of Newark, N. J., vice-president in charge of national buyers' activities. He will also act in an advisory capacity on finance for the Norge distributive organiza-



GEORGE McINTYRE

Mr. McIntyre will maintain his connections as officer and director of several corporations affiliated with or supervised by Beneficial Management Corp. He was formerly an officer of Commercial Credit Corp. and the Morris Plan institution and was at one time identified as an executive with a large appliance manufacturer.

#### KANSAS CITY CLUB ELECTS OFFICERS

The following officers were elected to head the Kansas City (Mo.) Retail Hardware Club during 1936: R. E. Scrugg, president; J. C. Von Engeln, vice-president; Thomas Monahan, second vice-president; A. E. Ellfeldt, treasurer, and John C. Long, secretary.

#### PYRENE MFG. CO. PROMOTES DURFEE

Charles G. Durfee has been appointed assistant to Edward G. Weed, vice-president in charge of sales for the Pyrene Mfg. Co., Newark, N. J. Mr. Durfee has been associated with the firm for the past eight years; for the past four years as manager of the Systems Department.

#### WESTERN ASSN. DECIDES 1937 CONVENTION DATE

The Western Retail Implement & Hardware Association will hold its 1937 convention in Kansas City, Mo., Jan. 19-21, 1937.

## WESTINGHOUSE COMMEMORATED 50TH YEAR WITH A LUNCHEON IN NEW YORK JAN. 14

THE 1936 GOLDEN JUBILEE
LINE OFFICIALLY INTRODUCED

The Westinghouse Electric & Mfg. Co. celebrated its 50th anniversary with a luncheon at the Waldorf - Astoria Hotel, New York, Jan. 14. A. E. Allen, vice-president, in an address commented upon the growth and progress of the company in that span of years. He pointed out that electric appliance sales were the best since 1930 and that an approximate increase of 35 per cent was shown over 1934.

In Mr. Allen's opinion the American people have become "Home Conscious" and curtailed incomes plus the progress of industry in perfecting electrical servants for the home have added impetus to this movement. The Merchandising Division has emphasized the creation and development of electrical appliances to free the housewife from drudgery and tedious tasks. "We are in a position to offer the home with a limited income electrical servants that will raise the standard of living in that home up to a level with larger incomes.

"With enthusiasm, we commemorate our Golden Jubilee year by announcing new Golden Jubilee lines of refrigerators, ranges and other home appliances. Entirely new styling, new products for a new period."

Some of the features of the new refrigerator line, which is of streamline design, are: The adjust-o-shelf; triple food saver set of three Moonstone Ware containers; built-in crisping pan for fruits and vegetables; built-in utility basket of rust-resisting wire, drawer-type for small packages and containers; improved eject-o-cube ice tray; oversize froster of welded San-



A. E. ALLEN

alloy; and a seven-point temperature selector.

Reese Mills, manager of the Range & Water Heater Department, in his address stated that in the past ten years unfavorable factors in the sale of electric ranges have been either eliminated or steps have been taken to correct them. Satisfactory cooking rates have been established in most communities. The installation problem, from the purchaser's standpoint, has been simplified and satisfactorily solved in most localities.

"All factors, production and distributing, are now favorable and have been for the past few years. In 1934 electric range sales increased more than 50 per cent over 1933. In 1935 results showed more than 50 per cent increase over 1934 sales. Conservative estimates indicate another 50 per cent increase in 1936."

packages and containers; improved eject-o-cube ice tray; oversize froster of welded Sanmonthly electric cooking costs at least 18 per cent, is a feature of the line of nine new electric ranges. Other features include: Two ovens operating independently of each other; Minute Minder, a signaling device that marks a predetermined time for surface cooking operations; oven lights that glow when doors are opened; warming compartment in which temperatures can be controlled as low as 150 degrees; a cigarette lighter; portable Econo-cooker

with adjust-o-matic control; condiment set; and acid-resisting cooking surfaces. The models are finished in white porcelain enamel and trimmed in black, red and gray.

The new 40-gallon square-

The new 40-gallon square-shaped electric water heater has been designed to set flush with walls and cabinets and to harmonize with white range and white refrigerator. Features include: Concealed wiring; toe-space cabinet finished in Dulux, hermetically-sealed corox heating units with separate thermostats for each unit providing a temperature adjustment of 13 to 190 degrees.

### CYCLE TRADES OUTLINES 1936 PROGRAM H. J. McCAULEY AGAIN HEADS C.T.A.

Keen interest was shown in the meetings of the Cycle Trades of America, the Bicycle Manufacturers Association, the Cycle Parts & Accessories Association and the Cycle Jobbers Association at the C.T.A. convention,



H. J. McCAULEY

held Jan. 8-10, at the Hotel Commodore, New York City. E. H. Broadwell, president, Westfield Mfg. Co., Westfield, Mass., chairman, C.T.A. Publicity Committee, announced that the estimated sales of American bicycles during 1935 was more than 635,-000 machines. The industry is very optimistic and looks for a bigger sales volume this year. Plans were discussed for increased activity in the promotion of bicycle clubs, bicycle paths, the running of amateur races and parades and the sending out of newspaper releases and photos.

Reporting as chairman of the Fair Trade Practice Committee of C.T.A., Noah Van Cleef, Van Cleef Bros., Chicago, urged members to refrain from importing goods "of a comparable type to that made by American manufacturers." F. A. Baker, F. A. Baker, Co., New York City,



L. N. SOUTHMAYD

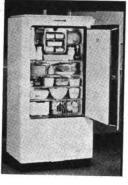
reporting on Cycle Paths activities, maintained that such campaigns were the most practical promotion possible for the industry. A. J. Musselman, president, Musselman Hub Brake Co., Cleveland, Ohio, outlined the details of the reorganization of the League of American Wheelmen. L. N. Southmayd, manager, C.T.A., and Mr. Broadwell reported on the publicity campaign conducted by the association during 1935.

The board of directors voted to hold the mid-summer meeting of the C.T.A. in Chicago the week of June 22, the hotel to be decided later on.

H. J. McCauley, president, McCauley Metal Products Co., Buffalo, N. Y., was reelected president of C.T.A. The new first and second vice-presidents respectively are: W. B. Harding, president, United States Rubber Co., Indianapolis, Ind., and Clyde Brokaw, president, Shelby Cycle Co., Shelby, Ohio. Nat Cohen, Rhode Island Cycle Co., Providence, R. I., is secretary, and Mr. Baker is the new treasurer. Mr. Van Cleef is vice-

(Continued on page 43)





Two of the new products demonstrated at Westinghouse Golden Jubilee Luncheon.

### PROGRAM ANNOUNCED FOR JOINT CONVENTION OF SUPPLY AND MACHINERY ASSOCIATIONS

Monday, May 11, The National Supply and Machinery Distributors' Association, The Southern Supply and Machinery Distributors' Association and the American Supply and Machinery Manufacturers' Association will convene for the opening session of the joint convention at the Ambassador Hotel, Atlantic City, N. J. John T. Potts, president of the first-mentioned association, will preside. R. H. Dick, Barrington Associates, Inc., New

York City, will be the speaker.
At the May 12 morning session, L. M. Knouse will be the presiding officer and the topic "Sales Management will be Methods for Distributors." For the discussion on territory coverage, the Southern association will secure a speaker and for the discussion on product coverage the speaker will be secured by the National association. There will also be a discussion on the distributor's part in giving his manufacturers efficient coverage and maximum distribution and maintaining his efficiency. A speaker will be secured by the American Association.

F. M. Archer will preside over the afternoon session, which will concern itself with: the need for better sales promotion tures will be provided.

methods; the preparation and maintenance of a good mailing list; the proper use of special representatives of manufacturers; and industrial exhibits. A speaker for each of these topics will be provided for by the various associations.

The American association will conduct the morning session, May 13, the theme of which will be the coordination of distributors' and manufacturers' sales activities to secure maximum efficiency and lowest cost of distribution. L. M. Knouse will preside. Discussions will center upon the conduct of sales meetings; follow-up of inquiries; and furnishing, by manufacturers, of complete information on markets, proper officials to contact, applications and sales points for each product.

Alvin M. Smith, chairman, will preside over the I.S.R.B. meeting, May 13, 12:00 to 1:00 p.m. The work of the past year will be reviewed and plans for the coming year considered. Separate business meetings will be held by all three associations in the afternoon. They will meet at 4:00 p. m. for a joint closing session. The dinner-dance will be held Wednesday evening. Various other entertainment fea-

### **BOOTH, GENERAL MCR.** CORBIN CABINET LOCK

William H. Booth has been appointed general manager of the Corbin Cabinet Lock Co. division of the American Hardware



WM. H. BOOTH

Corp., New Britain, Conn. He succeeds Carlisle H. Baldwin, who retired.

Mr. Booth has been with the company since May, 1893, when he joined the old Corbin Cabinet Lock Co., under the late George representative of its Connecticut club management.

W. Corbin, and started in general office work. When he first obtained employment with the factory, in addition to the usual work required, he assisted in compiling the catalog. Later he traveled for the firm throughout the country and was well known. particularly in the South. He also went to Europe in the interests of the company. After leaving the road, he came to the main office to become a director, vice-president and secretary.

Mr. Booth has long been associated with the executive branch of the firm. When the Corbin Cabinet Lock Co. became part of the new American Hardware Corp. in 1902, Mr. Booth was made assistant general manager of the company and assistant treasurer of the American Hardware Corp., which position he held until his recent appointment.

### **ALLEN-BRADLEY NAMES** CONN. REPRESENTATIVE

The Allen-Bradley Co., Milwaukee, Wis., manufacturer of electric control equipment, has appointed S. A. Rhodes, 2015 Main Street, Cromwell, Conn., as

territory. He succeeds R. B. Soderberg of Hartford.

The Grand Rapids, Mich., office of the firm has been moved to 410 Houseman Bldg.

### NIELSEN, ADVERTISING MANAGER FOR MAYTAG

The Maytag Co., Newton, Iowa, manufacturer of washers and ironers, announce the appointment of L. L. Nielsen as



L. L. NIELSEN

advertising manager. Mr. Nielsen has been associated with The Maytag Co. for several years as assistant to the vice-president.

### LAURA WILSON HEADS MIRRO TEST KITCHEN

Laura Wilson has been appointed director of the Mirro Test Kitchen of the Aluminum Goods Mfg. Co., Manitowoc, Wis. Miss Wilson, who is an



LAURA WILSON

internationally trained economist, and her staff will conduct special cooking schools, supervise demonstrations and help retailers with their problems in addition to testing new Mirro utensils. She has had wide experience in cooking school work, lecturing, public utility home service and

### REVISED SALES POLICY STATEMENT ISSUED BY IRWIN AUGER BIT CO.

On January 10th, 1936, The Irwin Auger Bit Co., Wilmington, Ohio, filed with the American Institute of Fair Competition, Inc., Dayton, Ohio, a revised sales policy statement, which the Institute has made available to interested distributors. In this connection the Institute says in part:

"We attach revised Statement of Sales Policy of the Irwin Auger Bit Company. In substituting this statement for their previous statement, they have been obliged to throw overboard the business they were receiving from the Wood Preserving Corporation and the Red Top Auger Company, Inc. They advise us that their complete line of Earth Augers and Stump Augers will be sold in future exclusively through wholesalers."

The revised Irwin policy statement is signed by H. M. Swain, executive vice-president of the company, is notarized and reads as follows:

"We distribute through wholesalers and distributors. We sell no other class either under our own brand, private brand or no brand.

"Any items we make, either factory brand, private brand or no brand or any items manufactured in special design, quality, grades or types are available under like conditions at the same price and terms to all Irwin distributors and wholesalers. Our prices and terms will be changed only through announcements to the entire trade. No rebates, special prices, protection against price decline, consigned stocks or any other special concessions, such as advertising, unannounced freight, catalog allowances, etc., will be allowed to anyone unless offered to all under like conditions. No seconds. No warehouse stocks.

"There are no exceptions to this Statement.

"This Statement of Sales Policy applies to all sales in the U. S. It is designed to protect profit and volume of all Irwin Distributors and Wholesalers, We. have tried to tell the whole truth about our Sales Policy, and will gladly furnish further information to anyone on any point not clear. Believing most unfair competitive evils come about through secrecy, we urge the hardware trade to ask their suppliers to file a statement of sales policy with the American Institute of Fair Competition, Inc."



# AN ANNOUNCEMENT OF VITAL AND FAR REACHING IMPORTANCE TO EVERY PAINT DEALER IN AMERICA

Fifty-eight years ago the Alabastine Company introduced a revolutionary new interior decorative product—one that was destined to gain world acceptance and earn steadily increasing profits for thousands of dealers year after year. Today Alabastine launches another major expansion program—one that promises to go down in history as of even greater profit significance to the entire industry.

# ALABASTINE INTRODUCES PAINTS + ENAMELS + VARNISH

a complete new line for exterior and interior decorative use, to augment the original Alabastine line.

Long months of exacting experimental research assure superior quality for these new products. Competitive pricing assures ready salability. Traditional Alabastine policies vouchsafe ideal trade relationships. A sound, practical and comprehensive advertising and merchandising program guarantee a highly responsive, nation-wide consumer market.

Now you can obtain a COMPLETE line of products for EVERY interior and exterior decorative purpose from ONE, CENTRAL, DEPENDABLE AND PREFERRED SOURCE OF SUPPLY. Use the coupon for full information.

# ALABASTINE COMPANY GRAND RAPIDS . MICHIGAN

### WRITE IN

for new combination color chart and full particulars regarding the complete Alabastine line and valuable dealer franchise.

ALABASTINE CO., GRAND RAPIDS, MICH. Send me non-obligating franchise information and data on new line including combination color chart.		
Firm Name		
Individual Name		
Address		
CityState		

### BRIEF ITEMS OF INTEREST TO HARDWARE PEOPLE

#### **ARKANSAS**

Hugh Moseley has purchased the interest of Lee Martin in the firm of Martin and Moseley Furniture & Hardware Co., Warren, Ark., which will be known as the Moseley Furniture & Hardware Co.

### **CALIFORNIA**

T. I.. Simmons Hardware has moved from 317 E. Seventh Street, Los Angeles, Cal., to 1932 W. Seventh Street, where it will carry a more complete hardware line.

### FLORIDA

Knauer's Hardware Co., Jacksonville, Fla., has been incorporated with capital of 250 shares, no par, to engage in the hardware business. Incorporators are Max Knauer, F. A. Knauer and Helen Dickinson.

#### **GEORGIA**

The Hodges Hardware Co., has opened for business in the Wright Bldg., Metter, Ga. Robert E. Hodges is proprietor and Bert Felton of Augusta is salesman. A general line of hardware and paints will be carried according to Mr. Hodges.

### IDAHO

The Beers Hardware, Salmon, Idaho, has moved to quarters recently vacated by the State Theatre.

### **ILLINOIS**

George Collier proprietor of a hardware store in Farmer City, Ill., since 1906, is retiring from business. His son, Marshall Collier, will conduct the business in the future.

H. F. Miller has purchased the interests of his partner, Charles I. DeBord in the Miller & DeBord hardware business, Toulon, Ill.

The Ruhle Hardware store, Watseka, Ill., is being managed by Mrs. G. L. Ruhle, following the passing of her husband. G. A. Norris and Grant Jones assist her.

Weber Bros., hardware dealers in Teutopolis, Ill., have added a large storeroom to their business.

The Alexander Lumber Co., chased the Carpentersville, Ill., has added a store of Cardware and paint department. nora, Ky.

Mrs. G. W. Nash has purchased the interest of S. E. and R. A. Veach in the Nash Hardware & Variety store, Bowen, Ill., and will continue its operation assisted by her son, Leon Ramsey.

The Soukup Hardware store, Wheaton, Ill., has been remodeled and enlarged to the extent of 500 square feet.

The Barr Hardware, under the management of Kenneth Dennen, has been opened in Viola, Ill.

H. C. Shoemaker has installed fixtures for the display of new stock in his store at Seventh and Williams Streets, Wyoming, Ill., which was formerly the Miller store.

L. H. Long & Sons have opened a hardware store in Shoals, Ind.

The Jordan & Woody Hardware Co., Cayuga, Ind., is expanding its floor space by occupying the Gohman annex.

L. M. Pletcher of The Pletcher Hardware store has temporarily rented the first floor of the K. of P. building, Delphi, Ind., for the display of a complete line of McCormick-Deering tractors and farm equipment.

### **IOWA**

Russell Heald has opened a hardware store on Main Street, Mt. Sterling, Iowa.

Harvey Ickes has purchased a hardware store at Oakland, Iowa.

J. F. Dykstra, for many years a partner with J. H. DeVries and H. J. Boland at the Vander Meulen store, Pella, Iowa, has announced his intention of opening a hardware and automobile supplies store there.

Ralph Rust, proprietor of the Rust Hardware Co., 1711 Main Street, Parsons, Kan., is remodeling his store.

Robert Elliot has purchased the Bridegroom and Son Hardware Co., Phillipsburg, Kan.

### KENTUCKY

Churchill Patterson has purchased the hardware and grocery store of G. A. Boyd & Son, Sonora. Kv.

#### MARYLAND

The C. H. Hayman & Sons Hardware Co., Princess Anne, Md., recently opened a machinery display room for its farmer trade. C. Edwin Hayman is manager of the firm.

### **MICHIGAN**

The Lake Orion Hardware, Lake Orion, Mich., has moved to Fenton, at South LeRoy and Caroline Streets. It is now Fenton Hardware, Inc. William Detchon is manager.

A. G. Hindeland, who has operated a hardware business in Chelsea, Mich., for the past 20 years, has sold his stock of merchandise to the Merkel Brothers, and the Chelsea Hardware Co.

### **MINNESOTA**

Sylvester and Harry Meyer have opened a hardware and auto supply store at Melrose, Minn., known as the M-W Associated store.

Lee Balow has purchased the Axel Peterson Hardware store in Isle, Minn.

#### **NEBRASKA**

Julius Peterson, who has operated a hardware store at Blair, Neb., for 21 years, recently held a closing out sale. He will retire from business.

### NEW YORK CITY

William Silver has leased a store at 863 Eighth Avenue, New York City, and will operate a hardware store.

### NORTH CAROLINA

A. M. Hadley and J. F. Moore have formed a partnership and will operate a hardware store on B Street, N. Wilkesboro, N. C.

### OHIO

G. H. Blattner, oldest hardware merchant in Vermillion, Ohio, is retiring after more than a half century. His nephew, Lewis C. Blattner, succeeds him in the Blattner Hardware.

W. H. Saylor has retired from the hardware business at Portage, Ohio, after 38 years. Marshall E. Winton, a salesman in the store, has purchased the business and will continue it.

A. B. Kail has purchased the Minerva (Ohio) Hardware from L. W. Walter. The J. C. Hawke Hardware store, Waynesville, Ohio, which Mr. Hawke has operated since 1902, has been sold to Robert Collett of New Burlington. Mr. Hawke is retiring from business.

#### **PENNSYLVANIA**

F. W. Reagle for 22 years a partner in W. A. Redmond & Co., Grove City, Pa., has disposed of his interest to his senior partner, W. A. Redmond, and with his brother, John Reagle, has purchased the Packard Hardware Co., Greenville, Pa.

### SOUTH CAROLINA

J. E. Jerome has opened the Jerome Hardware Co., in the Ratterree Bldg., Main Sareet, Rock Ill, S. C.

### **TEXAS**

Ewing & Phillips Hardware Co., Sinton, Tex., has filed an amendment extending charter time 30 years from Dec. 27, 1935.

#### **VIRGINIA**

Forrest R. Gill, who has been associated with his father and brothers in the C. C. Gill & Sons Hardware store, Orange, Va., will open a store in Warrenton, that state.

### WEST VIRGINIA

Dan Archibald has taken over the Keyser Hardware store on Belmont Street, Wheeling, W. Va. He will be associated with his brother, Herman Archibald.

### WASHINGTON

The Campbell Hardware Co., Seattle, Wash., has changed its name to the Campbell Hardware & Supply Co. to cover its growing industrial supply business.

### **WISCONSIN**

The Silvis Hardware store, 2315 N. Fifteenth Street, Sheboygan, Wis., has been redecorated and generally modernized.

A. Galpin's Son, hardware established in 1864 in Appleton, Wis., has been taken over by the Kimball Hardware Co., headed by Irwin S. Kimball, who was employed by A. Galpin's Son for 15 years. The store has been completely remodeled.

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# BIG THINGS AHEAD!



REFRIGERATOR DEALERS!



HOTPOINT electric refrigerator dealers are going places in 1936! With a new and expanded line, effective national advertising and a forceful merchandising program, Hotpoint invites progressive dealers to share in increased sales.

Here is what Hotpoint offers:

A complete line of 12 models. New deluxe refrigerators with distinctive styling... striking beauty...new convenience features. A line with eye appeal and sales appeal. Standard household models at lower prices. Equipped with the famous Hotpoint Super-Service mechanism...

built for years of continuous, economical service. • Larger refrigerators for use in food stores, restaurants, etc. • Small Thriftype refrigerators at astonishingly low prices for families of modest income.

National advertising program with full pages in The Saturday Evening Post.
Expanded co-operative local advertising for your newspapers and for radio and outdoor.
Window displays.
New merchandising plans to help you sell more with less effort and less cost.

Yes, Hotpoint dealers are going places. Come along! Hotpoint's easy time payment extension plan gives you adequate display for little investment. Overnight warehouse deliveries. For complete details, clip the coupon and mail it today!

HOTPOINT Refrigerator Div., Appliance and Merchandising Department, Section AH1, Nels Park, Cleveland, Ohio.  Please rush details of the Hotpoint Refrigerator franchise, without obligation.		
Name		
Address		
City	State	

### CYCLE TRADES OUTLINE PROGRAM FOR 1936

(Continued from page 43)

president of C.T.A., in charge of | also reelected. Mr. Harding was Fair Trade Practice and chairman of its board. L. N. Southmayd is manager and assistant treasurer of C.T.A. Mr. Broadwell, Mr. Brokaw, Neely Powers, president, The Colson Corp., Elyria, Ohio, Mr. Baker, Mr. Cohen, H. P. John Hansen, Chicago Cycle Supply Co., Chicago, Mr. Harding, Mr. McCauley and Col. DeWitt Page, president, New Departure Mfg. Co., Bristol, Conn., were elected directors. The new executive committee members are: Messrs. McCauley, Harding, Broadwell and Page.

Mr. Broadwell was reelected president of the Bicycle Manufacturers Association, Frank Schwinn, Arnold, Schwinn & Co., vice-president, and W. G. Schack, Emblem Mfg. Co., Angola, N. Y., secretary-treasurer, were

elected president of the Cycle Parts and Accessories Association. M. P. Ferguson, Eclipse Machine Co., Elmira, N. Y., is vice-president and August Seiss, Seiss Mfg. Co., Toledo, Ohio, was elected secretary. W. J. St. Onge, The Torrington Co., Torrington, Conn., is treasurer.

Nat Cohen heads the Cycle Jobbers Association. Alex Scaisson, Progressive Cycle & Auto Supply Co., New York City, is vice-president and Mr. Baker is treasurer. Mr. Hansen is the new secretary.

### ESSEX ASSN. TO HOLD ANNUAL AFFAIR IN FEB.

Essex County Retail Hardware Association, N. J., at its Jan. 16th meeting at Kreuger's Audifor its fourth annual entertainment and dance, to be held Feb. 20th at the Robert Treat Hotel in Newark. A feature of the affair will be an all-star show.

### ROCHESTER ASSOCIATION **ELECTS NEW OFFICERS**

The Rochester Hardware Association, New York, at a recent meeting elected the following officers for 1936: President, Clifford Wilson; vice-president, George Waterhouse; secretary, Glenn A. Hammond; treasurer, Paul Gutkin, and financial secretary, Benjamin Miller. Directors elected for two years were: William Lauterbach, Harris Hammond and Joseph Eckl.

### FARM ELECTRIFICATION MEETING HELD BY G-E

Nearly 150 representatives of utility companies located in practically every part of the country torium, Newark, discussed plans | met with executives of the Gen-

eral Electric Co. and manufacturers of farm equipment, at a three-day "Rural Electrification Conference," Jan. 13, 14 and 15, at Nela Park, Cleveland, headquarters of General Electric's Incandescent Lamp and Specialty Appliance departments. G. A. Rietz, in charge of the company's Rural Electrification division at Schenectady, was chairman.

The conference was devoted to a consideration of electricity's applications to the farm home and to a sound use of electricity in farm production. E. W. Allen, vice-president of General Electric, in an address, pointed out that America's leadership in extending electrical service into rural areas is due to advancements in standardization of voltages, frequencies, to scientific research and to the continuous introduction of new electrical equipments expressly designed to further rural electrification.

### OBITUARY

### ROSCOE G. FALLS

Roscoe G. Falls, 57, prominent hardware dealer of Whitehall, N. Y., for the past 25 years, passed away recently of pneumonia at his home, 23 Williams St., that city. Mr. Falls before coming to Whitehall had conducted a hardware and gas business in Afton for several years. When he came to Whitehall he formed a partnership with Manley D. Marshall and they conducted the business under the name of Marshall and Falls. A few years ago Mr. Marshall withdrew from the firm and was succeeded by A. N. Annable. The firm continued under the name of Falls and Annable until three years ago when Mr. Falls became the sole owner. He is survived by his widow, his father and a sister.

### **EDWIN DOWNS**

Edwin Downs, 75, well known in the implement trade in Kansas City for 50 years, died Jan. 8. Mr. Downs came to Kansas City in 1881 to work for the Trumbull Reynolds and Allen Farm Implement Co. He later joined the P & O Plow and Implement Co. as general sales manager. Previous to his retirement in 1930 he was associated with the Rock Island Implement Co. as Kansas City branch manager.

### CHARLES ADAMS OHL

Charles Adams Ohl, 84, senior member of the hardware firm of C. A. Ohl and Son, Zelienople, Pa., died of a heart attack, Jan.

1. He had been in failing health | for several weeks. Mr. Ohl founded his business in Zelienople 22 years ago, previously having been engaged in the hardware business in Pittsburgh. He leaves his widow and a son, Lewis E. Ohl, with whom he was associated in business.

### W. W. MILLER

William W. Miller, 55, manager of the industrial department of the General Electric Co., Schenectady, N. Y., died there recently after an appendicitis operation. Mr. Miller graduated from the Union Classical Institute in 1897 and worked for a year as office boy in the company offices. After his return from the Spanish-American War, he rejoined the company in the armature and coilwinding department. He entered the student engineering course in 1900 and two years later was transferred to the industrial department. He was made assistant manager in 1920 and manager of that division in 1929.

### JOHN HENRY DAVIS

John Henry Davis, 71, for more than 40 years in the hardware business in Athens, Ga., passed away recently from injuries sustained in an automobile accident. His widow and a son survive.

### **NELSON GRIFFIN**

Nelson Griffin, 53, president of the Hains Hardware Co., Thomasville, Ga., died Jan. 8, from the results of an injury received | cago for 67 years, died recently during a robbery. Mr. Griffin had been with the firm for 24 years and four years ago was elected president.

### WILLIAM D. GANEY

William D. Ganey, 67, wellknown hardware merchant of Auburn, N. Y., died suddenly at his home, following a heart attack on Jan. 14. For the past 38 years, Mr. Ganey has been a member of the P. M. Hardware Co., Auburn. Prior to his coming to that city, he was associated with the W. Bingham Co., Cleveland. His wife, one son and two daughters survive.

### ALEX NAECKEL

Alex Naeckel, 75, president and treasurer of Charles Naeckel's Sons Co., Davenport, Iowa, wholesale paint and glass dealers, passed away recently. He had been a member of the firm for 60 years. For many years Mr. Naeckel was a partner in the business organized by his father and when it was incorporated several years ago he became president and treasurer.

### FRANK B. JONES

Frank B. Jones, 61, general manager of the Fuqua Hardware Co., Baton Rouge, La., died Jan. 11 at his home after a brief illness. He leaves his widow and a son, J. S. Jones.

### CHARLES F. COLLINS

Charles F. Collins, retired steel official and resident of Chi- there Jan. 5.

at Miami, Fla. Mr. Collins had been raw material manager for the United States Steel Corp. for seven years previous to his retirement in 1919. He also served as purchasing agent for the American Steel Wire Co. for 10 years.

### WILLIAM F. FOY

William F. Foy, 79, founder and president of The Foy Paint Co., Inc., passed away Jan. 12.

### B. G. LEHMAN

B. G. Lehman, 40, vice-president and director of John T. Lewis & Bros. Co., Philadelphia, died at his residence, 826 Drexel Hill, that city, recently. He had been associated with the firm for more than 20 years. His widow survives.

### H. E. REBMAN

H. E. Rebman, 79, for 50 years proprietor of a hardware business at 4122 W. Lake St., Chicago, died Dec. 5, after a long illness, at his home. He leaves four children.

### DAVID LEE

David Lee, 76, retired hardware merchant, died at his home near Cleveland, Tenn., Jan. 8. His widow and a daughter sur-

### WILLIAM H. WELLS

William H. Wells, 69, for many years a hardware merchant in Belton, Mo., died at his home

# SFF THESE NEW PROFIT-MAKERS FROM WESTCLOX

Westdox

### GREENWICH Electric Alarm

A beautiful new Westclox Electric alarm. Attractive walnut colored wood case with gold colored trim. Die cast feet, felt cushioned. Handsome etched metal dial. Window type alarm indicator. Convex glass, mellow toned bell alarm . . . simple push in shut off. Auxiliary key for demonstrating the alarm.

Self starting, low speed, synchronous motor, insuring less wear and longer life . . . 240 revolutions per minute. A quiet running electric clock, insulated against noise.  $5\frac{1}{4}$  inches in height.  $5\frac{3}{4}$ inches long. Approved cord. Retails for \$6.95.

Westclox

### FORTUNE (plain and luminous)

A square Westclox alarm on a base . . . beautifully styled. Rich black case with nickel trim. New convenient top alarm shut off switch. Convex glass. Modern hands, legible numerals and an inner minute circle combine to make an unusually smart and easy to read dial. Dependable one day movement. Alarm rings on an inner bell. The plain dial retails at \$1.50. The luminous model at only \$1.95 is sure to be an especially fast seller.

Westclox BINGO-Asmart new one day clock—the low-

est priced Westclox alarm. Four and one-half inches high. Beautiful lacquer finish with brownish metallic luster . . . nickel trim. Inner bell and top alarm shut off switch, a great convenience and a pleasing decorative note. One finish only. Retails at \$1.25.

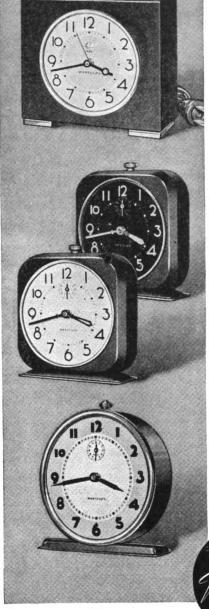
PRICED RIGHT, STYLED RIGHT, THESE READY-SELLING NEW WESTCLOX HELP YOU GET AWAY FROM PROFIT-LESS CHEAP CLOCK SELLING

Westclox is a scientifically designed line to enable the dealer to make the most money out of clocks for the least investment and selling effort. Every model in the line is a good seller. There are no dead numbers.

So it is with these New Westclox. Each serves a real need. Each is properly styled. Each is properly priced, to give the line a complete price range. Together with the other popular Westclox numbers they round out the Westclox line - give you every clock you need for a profitable clock business. They are worthy companions of Big Ben-America's best known and best selling alarm clock.

The pictures and descriptions tell part of the story. But be sure to see the new clocks themselves when your wholesaler calls. Like the rest of the Westclox line these new models will help you to increase your unit of sale and to do a trading-up job on your customers they'll help you to get away from selling cheap clocks at no profit.

Products of the Westclox WESTERN CLOCK COMPANY LA SALLE, ILLINOIS









VALL CLOCK -







COUNTRY CLUB — On of the Westclox Electric Alarms, New in design

# What's New

### for Retail Hardware Stores

### Gardex Jr. Weeder

The Jr. Weeder is suited for mulching soil and weeding close to plants in boxes, borders, hot beds, flower beds, hedges, etc. Maker states it gets in



smallest crowded spaces by using V angle. It is sharpened on both sides up to handle and works backward or forward. Gardex, Inc., Michigan City, Ind.

### Waco Lamp Display Deal F-126

Wabash Appliance Corp., 331 Carroll St., Brooklyn, N. Y., has designed an electric light bulb merchandising unit, colored in red and blue. It displays 126 Waco Lamps, and is said to require little room. Stand with advertising material and bulb tester free to hardware dealers who purchase light bulb assortment.

### Combination Pick, Shovel and Hoe

This combination tool has been adopted by the Boy Scouts of America and carries their official stamp of ap-



proval. It is designed to save space in the camping kit and tool case and as an automobile accessory. The working end is pivoted and when used as a shovel, the pick end is held securely against the handle by a clamp, which slides down the shaft to hold the tool when used as a pick. It is light weight, sturdy and well balanced. Vaughan & Bushnell Mfg. Co., 2114 Carroll Ave., Chicago.

### Treekote Emulsion

Treekote Emulsion is applied cold to all types of tree grafting and tree injury. Manufacturer's claims are: meets every requirement of tree surgeons; protects wound from weather conditions and insects and fungi; adheres firmly



and forms a protective coating to all surfaces; unaffected by hot weather; easy to apply and economical to use. List prices: pint can, 35c.; quart can, 60c.; gallon can, \$1.75; 5-gallon can, \$7.50. Walter E. Clark & Sons, Milford, Conn.

### Free Cook Book Offered With Viko

A full-sized cook book, washable, cloth-bound, "first edition" is being offered by the Aluminum Goods Mfg. Co., Manitowoc, Wis., to consumers who purchase a matched Viko utensil. Book consists of 252 pages of recipes prepared by the Aluminum Goods Test Kitchen. Maker states that a dozen of the fastest-selling smartly styled utensils in the Viko line is being offered through wholesalers, together with a dozen cook books and a supply of



window display material. A label on each utensil helps emphasize the "free" offer.

### Two-In-One Screw Driver

This screw driver has a double-end blade which is quickly and easily reversed. There are two size bits on each blade. Maker states it is scientifically hardened, tempered, ground and polished and is held firmly in handle by a friction grip. Steel insert at bottom of hole prevents damage to handle. The blades may be used as a bit for a regular carpenter's brace. Powers Mfg. Co., 72 Courtland St., New York City.



# **BIG GARDEN TOOL PROFITS**



# OUR NATIONAL ADVERTISING WILL REACH OVER 5 MILLION of the better FAMILIES

Here is a Sensational New Line of Garden Tools which every dealer will want to handle and display this coming spring—The Gardex "Soil-Flow" Garden Tools.

Last spring dealers who put in a small supply reordered within a week and repeated throughout the season. Many wrote us that they were astonished the way Gardex Tools sold on sight, because last spring the only advertising we did was over radio.

This year millions of messages will go out to garden lovers everywhere. Leading publications shown at right will carry forceful stories about *Gardex Tools* right into the homes of your best customers. Big Garden Tool Profits will be made by every dealer who displays the *Gardex Line*.

### 

In case you are now handling Gardex or have already placed your order be sure to get a supply of our attractive 2-Color Folders describing Gardex "Soil-Flow" Tools with dealer's imprint for distribution. Beautiful Color Counter Card. Mats or Electrotypes of any tool for circular work or newspaper advertisements. Feature Sales Bulletins for dealer's clerks and jobber's salesmen. Demonstration talks, etc. We invite dealers to make use of these helps and get facts about our initial Trial Unit.

### WINDOW and INSIDE STORE DISPLAY.

This beautiful 6 Color Display Rack will liven up any dealer's store and window, can be used for both. It will take the heads only of 6 tools. Is small in size about 24" x 36" and most attractive with pocket for folders. Visualizes actual use and performance of the Gardex Pull Hoe. It will positively sell more Gardex Tools than any display you ever saw. Furnished free to dealers with a fair stock order.

### SEND COUPON IN TODAY! GET THE FACTS

Learn about our Initial Trial Unit that has brought big profits to dealers with very small investment. Get copy of Circular, Feature Sales Bulletin, prices and discounts. Be the first in your community to take on this profitable fast selling line. Just fill out coupon, paste on postcard and mail TODAY!





# FOR DEALERS!

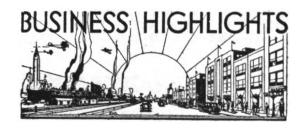
### "Soil-Flow" TOOLS

- 5 TIMES FASTER WORK
- BETTER SOIL PREPARATION
- NO BACK-BREAKING MOTIONS

# EASY PULLING PRINCIPLE STARTS NEW ERA IN GARDENING



GARDEX, Inc. Michigan City, In	Desk 101
Please send me	complete details of Initial s, discounts, and copy of the Sales Bulletin.
Name	
Address	
Town	State
Jobber	



### ADVANCES BECOMING EFFECTIVE

Jute and Wrapping Twines Sheet Copper Corn Cribs and Cribbing Kitchen Ware Household Lubricating Oil Crude Oil Ten-Cent Paint Lines Bone Dry Shellac Galvanized Ware Manila Rope

Asbestos Paper and Roll-Board Plumbing and Enameled Ware Drop-Forged Turnbuckles

### **DECLINES ANNOUNCED**

Competitive Grade Cross-Cut Saws Cold Water Dry Paste Cotton Sash Cord and Clothes Lines

January disposal sales are contributing as much to the month's volume as usual, due to the relatively clean condition of distributors' stocks. There is little worry as to values in the placing of new business, for the manufacturers in general are holding their markets steady, with more advances occurring than declines. The few campaigns of early price cutting on staple spring seasonable lines have nearly disappeared.

The effect upon prices of the AAA decision is not fully clear, but the uncertainties will be quickly removed. The Supreme Court has ordered the prompt refunding of the processing taxes held in escrow, and there will be no rehearing to create doubt as to the finality of the Court's decision. Already a number of manufacturers are passing along reductions which reflect the amount of the defunct taxes. Probably a larger number are loath to actually lower their prevailing quotations, and are hoping to hold back their tax savings, to apply against recent cost increases in other directions.

A personal trip and survey throughout some 800 miles of the "farm belt," interviewing about 25

leading hardware retailers, finds them "all quite optimistic regarding their spring business, and reporting fairly satisfactory results for 1935. January business is running, they say, slightly ahead of last year, although the gain is in no way remarkable." The observer states: "I made it a point to check what reaction these merchants might have had from the farmers, as to the Supreme Court AAA decision. In practically every case they reported they didn't think it was going to make any material difference, though the time has been too short to get any final

reaction."

Dun reports that consumer demand, instead of growing weaker, after its broad showing in December, has gained added momentum after the turn of the year, retail sales running 4 to 8 per cent over a year ago, while wholesale activity increased 15 to 20 per cent. "Evidently the backlog of unfilled consumers' needs has not yet been reduced perceptibly, as the demand for goods of nearly all types has grown stronger with each successive week so far this year," the survey states. "While special promotional events were responsible for much of the enlarged movement, staple articles contributed the bulk of the merchandise sold during the latest week. Most retailers report that stocks by the end of January will be the lowest for the period in the last six years. Merchants who had

How's the Hardware Business?

considered inventories sufficient to carry through the January promotions were back in the markets for heavy replacements. Such demands were particularly large from rural areas."

In tobacco-growing areas, trade is very favorably influenced by the great demand for cigarettes and cigars. The former hit an all-time production peak in 1935. Total output for the year was about 134½ billion cigarettes, against 125½ billion in 1934. Cigars produced in 1935 totaled 4,764 million, against 4,597 million in the preceding year.

Rapid progress of the bonus through both houses of Congress has brought prophecies of a resulting rise in retail trade. This stimulus, through possible spending by the veterans, is estimated to amount to at least \$1,000,000, and to last for at least two months after payment of the bonus. Standard Statistics, Inc., points out that in 1931 a substantial part of the bonus money, distributed then, went into the payment of old bills and for necessities. Since then, however, trade recovery has altered the picture. Old bills have been paid off and many "necessity" wants have been fulfilled, so that much more of the new bonus funds may be free this time to spend for luxury or comfort goods.

Steel mill operations gained last year about 31½ per cent over

Digitized by GOOSIC HARDWARE AGE



1934. This month, operating figures are coming back slowly, but steadily, following the end-of-the-year decline. The production rate last week rose to 49.9 per cent of capacity, 1 per cent ahead of the preceding week's rate, and about level with January, 1935. The high record for steel operations in November and December was apparently made at the expense of January, automobile requirements, in particular, having temporarily quieted down. "In other directions," says Steel, "the markets still exhibit considerable buovancy. Practically no reaction has been experienced in steel from the AAA decision. The farm implement industry is operating at 75 to 90 per cent of normal-the 1928-'30 average-with orders in hand to continue so for six months and dealers stocking more extensively than in several years."

\* \* \*

Trade buying of wire products, and the demand for wire from manufacturers, are at the highest rate for any January since 1929. Steel bar specifications are larger than in December, tin plate is fairly strong, scrap prices are higher and the purchasing of plain structural material has improved. Prices on nails and barb wire, to the larger quantity buyers, have been none too strong, but show signs of steadying with the rising demand. It is expected that the regularly announced schedules of the manufacturers will be held during this quarter, although many makers, it is known, are desirous of an advance.

Plymouth Cordage Company on Jan. 1 reaffirmed October quotations on their Plymouth Yacht Manila Lariat Rope in coils, and on individual lariats, cellophane wrapped. This rope, three or four strand, in 600 or 1200 ft. coils, all sizes, is priced to the retail distributor at 56c. per lb.

\* \* \*

Sheet copper prices were increased ¼c. per lb. on Jan. 13. Among interesting data put out in a recent prospectus by Revere Copper and Brass, Inc., is found:

"Curtailment in output of primary copper; gradual absorption of excess stocks; the effect of the NRA price fixing; increasing demand; and the imposition of a 4 per cent duty which virtually shuts out foreign copper, have increased the price to a point such that the large copper producers apparently can now oper-

ate at a profit. The use of copper in the United States increased from about 7 lb. per capita before the war to a maximum of 19 lb. in 1929, with a fairly well stabilized level of around 15 lb. for the six years ending 1930. It fell off to about 6 lb. in 1932, but is now back to a little over 7 lb."

Corn cribs and cribbing are revised in a quotation sheet issued by American Steel and Wire Company, Jan. 17. The new schedules, for the retail trade, are, in general, nearly 20 per cent higher than the previous basis. Size 50 American Cribs, in LCL shipments, f.o.b. Chicago, are advanced to \$3.86 each, Heavy Prairie Cribs to \$3.08, and Light Prairie Cribs to \$2.46 each, in the same sizes. Quotations range 9 to 12c. lower when cribs are shipped in carloads. American

\* \* \*

cribbing fabric, sold by the rod,

is advanced \$1 per ton.

A second advance is now in effect on plumbing enameled ware, tubs, closets, sinks, etc., which were marked up about 10 per cent on Jan. 16. The preceding increase, of only 5 per cent, from the lowest quotations reached, had proven insufficient to avoid operating losses to the manufacturers. The low market had, however, the good effect of stimulating heavy buying with thousands of installations of new plumbing equipment in homes. Prices on chromium plated brass fittings are very firm, and dealers look for a further rise.

\* \* \*

A reduction is announced on competition-grade cross-cut saws, about 5 per cent. These saws had been advanced last January, and again last April. Wholesalers report a rising interest in the improved files, which are being widely advertised and sampled. Axe sales have taken a great spurt, as really cold weather has brought on a typical good axe season. There seems to be no let-up in the large volume of picks, mattocks and sledges, too, which PWA projects are calling for.

Manufacturers of 10c. paint lines advanced the price to the dealer to 85c. per doz. (from 80c.) shortly after Jan. 1. Quotations on linseed oil reacted from their recent December peak, and declined 1½c. per gal. on Jan. 17. Price increases on paint and varnish brushes are starting to come through, old quota-

tions generally having been cancelled on Jan. 15. Makers had been holding down prices in spite of sharply increasing costs of bristles, but a growing scarcity of supply hamade increases imperative.

The removal of the processing tax on cold water dry paste, which is made from corn, has lowered quotations, effective at once. The estimated total decline, including the tax, will be close to 20 per cent.

Bone dry shellac has taken an advance of 3c. per lb., which is reflected in a 5c. per gal. raise in the finished product, alcohol shellac. effective Jan. 15. These changes run counter to recent expectations, as there had been previous concessions in the raw materials, leading many buyers to trim their stocktoward a price reduction.

One maker of flint paper recently announced the abandoment of their "short" size, 83/4 x 10½ in. sheets, with a repricing of the full size, 9 x 11 sheets to meet competition. The present intention of other makers, it appears, is to continue manufacturing both the smaller and the larger sheets, with keener price competition on the 9 x 11 in. size.

A. S. Boyle Company of Cincinnati, Ohio, which acquired control of Three-In-One Oil, has announced a reduction on all sizes. The manufacturers are also planning an extensive advertising campaign. New prices to retailers on l oz. cans will be 80c. per doz. (formerly \$1.25), on 3 oz. bottles or cans, \$2 per doz. (formerly \$2.40), and on 8 oz. bottles \$4 per doz. (formerly \$4.80). A price change on Liquid Veneer is reported, reducing this polish, in the popular selling packages, about 162/3 per cent.

There has been a small markup of 5c. per 100 lb., on asbestos paper and roll-board, effective Jan. 15. Corrugated asbestos paper is advanced about 50c. per roll (or 15 per cent). Asbestos millboard quotations continue without change.

Kitchen-ware prices are moving up, including advances of 2½ to 5 per cent on some staple items in aluminum. Manufacturers of galvanized-ware issued new price lists, effective Jan. 1, showing ad-

\*



# You've got just what they want: ... IN THE NEW

# GENERAL ELECTRIC REFRIGERATORS

THE NEW 1936 line of General Electric Refrigerators is ready.

Here in *one* line you have everything that attracts refrigerator buyers. New beauty, new convenience features, and the famous sealed-in-steel mechanism that has an unparalleled record for dependable performance at low cost.

It is a complete line-including Monitor

Now double Cold Capacity. 40% less Current Top, Flatop, Liftop models, with prices to meet the demand of every market.

Get an early start with this line that will be the leader in the biggest year electric refrigerators have yet known! No other refrigerator franchise offers you such quick, easy sales, great volume and net profit. General Electric Co., Appliance and Merchandise Dept. Sec. HA1, Nela Park, Cleveland, Ohio.

vances of 5 per cent. The large distributors had probably covered to such an extent that this change will not immediately be reflected in increases to the retail trade. The new "top-of-the-stove" cooking glassware items have met with great acceptance at the recent Housewares Shows. Deliveries are just becoming available, and some jobbers report a very good advance demand.

\* \* \*

Drop-forged turnbuckles, with fittings, both galvanized and black, have been advanced about 20 per cent. The manufacturers of electrical pipe conduit adopted a new price program Jan. 7, strengthening quotations by the elimination of certain concessions, and sorting-up privileges. In general, the former published "card" prices are unchanged.

1936 prices on ins

1936 prices on insecticides have recently been announced, with the following changes noted:

Paris Green declined 2c. per lb.; Arsenate of Lead declined ¼c. per lb.; Calcium Arsenate advanced 1¾c. per lb.; Bordeau Mixture advanced 1¾c. per lb.; Lime Sulphur—no change.

\* \* \*

Following recent advances on sisal twine, the market on pure jute and combination wrapping twines and on fine Indias went up 1/2c. per lb., effective Jan. 2. There was a similar advance on tube rope. Something of a shortage in the supply, and an undoubtedly strong mark-up in price, is expected on binder twine when 1936 prices are readyprobably shortly. The demands of the good crop yields last season are thought to have thoroughly depleted jobbers' stocks, so the comseason's announcement awaited with unusual interest.

cotton sas

On cotton sash cord and clothes lines, some mills have promptly issued lower quotations as a result of the Supreme Court AAA decision. The average drop on standard braided sash cord is estimated at 1c. per lb., and on 50 ft. braided clothes lines at \$1 per gross. Buyers cannot figure that these reductions represent the full amount of the tax, so ordering is still on a hand-to-mouth basis. An advance has been put out on cotton waste, the best quality white being marked up 1½c. per lb., and the best grade colored 1c. per lb.

Quotations on manila rope, including the Jan. 1 rise previously reported, have taken such sharp successive advances that the retail trade has not yet felt the full force of the increase. The manufacturers are holding definitely to the full higher schedules, and it is not believed that jobbers' stocks are sufficiently great to handle any considerable portion of the spring selling except at the new top figures. Some importations of foreign-made rope are affecting the seaboard markets, but quantities available are reduced from former seasons, and the effect can be hardly noticeable on domestic prices.

\* \* \*

Flat-glass workers at most of the mills went out on strike Jan. 1, asking a wage increase of 11 per cent, in lieu of a 5 per cent increase offered by the manufacturers. Late news from manufacturing sources indicates hope that the strike will not be of long duration. Shipments during this off-season have not been seriously interrupted. There is some talk that granting of even the lesser wage increase may necessitate higher prices on window glass. The manufacturers in general wish to avoid any increase in prices.

A new Hamilton rifle, model 51, has been introduced, replacing the model 147, .22 caliber single shot rifle. Despite the several improvements, model 51 will retail at \$2.95, as contrasted with the former price of \$3.90. Deliveries are now being made.

The Philco radio line has taken advances on a number of models, probably due to added improvements. It is not understood that there will be any general move on the part of other manufacturers to increase radio prices. However, costs are considerably increased by some of the late new features, and where these are being introduced, enough will probably be added to the list prices, to cover.

The spring-summer catalog of Sears, Roebuck & Company, out about Jan. 15, shows an average price increase of 2.39 per cent over those of a year ago and 1.44 per cent over those of the fall-winter catalog. These percentages are taken from the company's own announcement. Principal reductions

from a year ago were: Tires and tubes, 6.8 per cent; roofing, 1.9 per cent; silverware, 2.4 per cent; sporting goods, 2.4 per cent; fabricated cotton, 2.3 per cent. The latest book contains 4 per cent more pages than a year ago, and is being sent to 6,500,000 customers. Sears gross sales for the 1935 fiscal year are expected to total '415 million dollars, with a net profit of some 20 millions. This would give the company its best year since 1929, when total sales exceeded 440 millions and net profit topped 40 millions.

\* \* \*

Department store dollar sales increased in December by more than the usual seasonal amount, the federal reserve board reported. The board's index advanced to 84 per cent of the 1923-25 average, as compared with 81 per cent in November. Sales reported for December were 6 per cent larger than a year ago and for the entire year 1935 were 5 per cent larger than in 1934. All federal reserve districts reported sales in December in excess of a year ago with gains ranging from 2 to 9 per cent. Stores in the Chicago, Cleveland and Atlanta districts attained the best (9 per cent) increase.

Crude oil prices in practically all fields have been advanced, commencing Jan. 8, and ranging 7 to 15c. per barrel. Because of this, and other price strengthening of oil products, a rise of 10c. a barrel in fuel oil prices is expected around the close of the month. The Standard Oil Company in several areas has made an advance of ½c. a gal. in the price of all grades of gasoline.

The latest reports, for the Jan. 11 week, show a come-back in carloadings, and in electric power output. For the seventh consecutive week, freight loadings reached a five year seasonal peak. The total for the latest week reached 615,028 cars, an increase of 13.4 per cent, over the preceding period. Particular encouragement lay in the marked upturn in miscellaneous and lessthan-carload shipments. The new free pick-up and delivery service of the steam roads is expected to help these classifications permanently. A new record high for power production in a January week was set, with a gain of 6.2 per cent over the week of Jan. 4, and of 11.2 per cent over the corresponding 1935 figure.



### Factory Selling

(Continued from page 31)

received; when delivery was promised: what employee laid out the merchandise included in the order, and whether the account had been properly approved for credit. If a special order to a manufacturer is necessary, a copy of this order is attached to the form shown. It is a rule that all special orders must be attended to before closing time, and no such orders are carried over until "tomorrow" under any circumstances. forms on special orders are kept in a special "call-up" file. Under this plan, every special order is automatically brought to Mr. Levine's attention seven days after the order has been entered. If the merchandise called for by the order has not been received in the meantime a "check-up" is made with the manufacturer who received the order. If the goods on the order have been received, as is customary during the period mentioned, the delivery has been promptly made and the charge put through in the regular manner.

Despite the fact that many industries have had financial difficulties during recent years, the company's experience with industrial accounts, as a whole, has been much more satisfactory than with the charge accounts of the retail store division. Under the supervision of Ray D. Howell,

secretary-treasurer of the firm, credits have been carefully watched and relatively few accounts are past due. In a list of all past due accounts, including those for the retail store and the wholesale plumbing supplies department, as well as for the mill supply division, some fifty odd accounts are listed. Of these only four are industrial accounts.



## Federal Loan Plans Open Up Industrial Equipment Market

Briefly stated, here are facts hardware dealers should know as a guide for planning their factory selling activities.

ARDWARE firms catering to the mill and factory trade should be well

Proper office facilities with modern adding machines, typewriters and other office or business machine equipment help make the factory selling services of Perth Amboy Hardware Co. prompt and accurate and provide a convenient place for outside men to handle their necessary inside details quickly.

versed on the several Federal plans designed to aid industry. Many opportunities for substantial sales will develop in connection with the loans made to industry and hardware merchants who are familiar with the industrial financing being carried on in their territories will be in an excellent position to get the busi-Manufacturing establishments handicapped by not having adequate capital to make essential or desirable improvements to equipment and buildings are finding a solution to this problem through the assistance being extended by the Government. It is generally conceded that many industrial plants have been using obsolete equipment and facilities. With loans for such purposes now made readily available an expanded demand is sure to materialize for industrial equipment (Continued on page 78)



### **OFFERS THE**

# FINEST LOW-PRICED HOSE EVER BUILT

### **TO INCREASE YOUR 1936 SALES**

In addition to Emerald Cord, Supertwist, Pathfinder and other nationally advertised brands, the Goodyear Lawn and Garden Hose line now includes a new low-priced sales winner—Goodyear Oak Hose.

Goodyear Oak is a corrugated, 1-braid cotton cord carcass\* hose.

This construction, together with Goodyear's exclusive anti-ox compound cover that resists sun-cracking, insures far longer service life.

Just to show you how good it is, its burst pressure is

approximately 160 pounds as compared with only 50 to 60 pounds in hose of similar price. It stands up 2,000 hours under 100-pound pressure tests, against 50 hours for others!

Yet it is priced to sell competitively with lowest-priced brands on the

market! It is the finest hose ever built for the money.

Can you go to town with a hose like that! Don't order for 1936 until you see the full Goodyear line.



### AND FIVE FAMOUS BRANDS FOR YOUR QUALITY TRADE



ALL EXCEPT EMERALD CORD FURNISHED WITH EITHER RED OR GREEN COVER





Robert Russell (crouching on the right) is supervising a new products clinic of the J. Russell Co., Holyoke, Mass., as explained in this story. This helps make profitable sales for the company.

# New Products Clinic Helps J. Russell Co. Sell the Factory

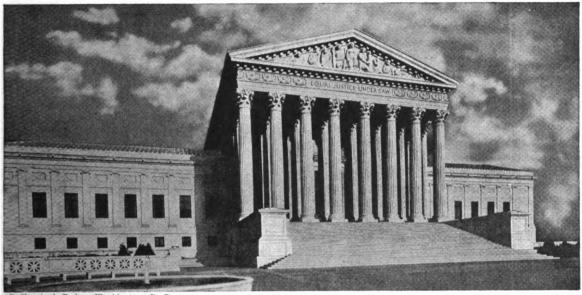
Holyoke, Mass., Hardware Firm Teaches Its Outside Sales Force the Selling Points on New Merchandise or Equipment Intended for Factory Consumers. Enlists Aid of Factory Experts for This School to Assure Accurate Knowledge.

REQUENT new products clinics are held by the hardware firm of J. Russell & Co., Inc., Holyoke, Mass. These enable the firm's industrial and automotive supply salesmen to do a more efficient selling job. When new products are added to the stock, a salesmen's meeting or clinic is held. An expert representing the manufacturer of the new line is present to explain in detail the many phases of the products, in which prospects will be interested, and which will as-

sist the salesmen in closing sales. Unless the regular representative of the manufacturer is unusually well informed on all technical points related to the new line, the company prefers an expert representative of the manufacturer, such as the engineer who developed the new line.

It has been the experience of the company that such experts quickly impart a technical knowledge of the application of the product, its operating principle or function, and its exclusive mechanical and other features. Russell salesmen have found that one of the stumbling blocks to a sale is often some technical phase, and if they are well informed on the point in question, the sale can usually be closed more quickly. General information on the new products and its market opportunities are obtained from the regular sales representative of the manufacturer, and through a careful study of the literature provided by the maker.

(Continued on page 80)



**United States Supreme Court** 

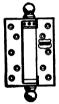
### Where quality reigns supreme ... Bommer Spring Hinges are used.

BOMMER SPRING HINGE CO.

263 Classon Avenue



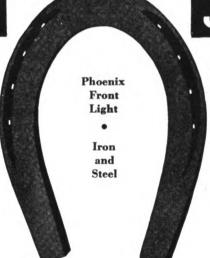
Brooklyn, New York



HORSE AND MULE SHOES



Sport Shoes for Trotters, Pacers, Runners, Polo Ponies and Saddle Horses





HORSE AND MULE SHOES



Powers Rubber Bar She Made Also in Open Style



Sold on an Established Policy Through Regular Trade Channels



Successors to Phoenia Horse Shoe Co. Catasauqua, Pa.



LARGEST MANUFACTURERS OF HORSE AND MULE SHOES AND CALKS IN THE WORLD

# **Factory Selling**

NE of the most successful retail hardware merchants this country has ever produced was Charles Boettcher of Leadville, Colo. Mr. Boettcher after having made a great deal of money in the boom days of Leadville sold out and moved to Denver. There he went into the raising of sugar beets, banking and many other enterprises. Mr. Boettcher became one of the wealthiest men in the state of Colorado, but his start was in a retail hardware store in Leadville, and when I was a traveling salesman in Colorado this was one of my best accounts. Mr. Boettcher's son is the young man who was kidnaped recently in front of his fine residence in Denver, Colo.

I remember Mr. Boettcher very well indeed. Now here is a curious fact. While I visited Leadville frequently and spent a lot of time in Mr. Boettcher's store I never saw Charley Boettcher sitting down. If he had a desk in his store I don't know where it was. As a matter of fact Mr. Boettcher was very seldom in the store. When he walked in it was usually with some customer, or if he came alone, he would step into the bookkeeping office and talk to his accountant. Mr. Boettcher had a general manager who ran his business. This manager did all the buying. I never knew Mr. Boettcher to buy anything-he did the selling.

In those days Leadville was booming. Millions of dollars were being invested in the development of mines. Mining supplies, including hardware of all kinds, were being bought on a large scale. The buyers for these miners were the superintendents or mine managers. Mr. Boettcher devoted practically all of his time to these buyers. He arranged with them for their supplies. Someone else could buy his goods, someone else could keep his cash account and his books, but Mr. Boettcher made

### By SAUNDERS NORVELL

it his personal business to make the contacts with the men who placed the large orders for the mines. On this basis he built up his hardware business and acquired a considerable fortune before finally selling out.

Others went into the hardware business in Leadville. They had the same opportunities but no one managed his business the way Mr. Boettcher did. Most of these others had desks in their stores. A good part of their time they sat at these desks and waited for the mine buyers to come to see them. These others were never very prosperous even in the boom days, and when Leadville petered out as a great mining camp these sit-and-wait-fortrade dealers promptly passed out of the picture.

### An Example

There was a retail hardware dealer in New England who had a large and established business. For prompt pay and character and all that this business stood at the top. The business had been passed down from father to son. The old gentleman, the head of this business, grew stout and his hair turned gray. He found it less and less pleasant to stand on his feet. He developed the chair and the desk habit. At first when customers would come in he would rise up from his chair, but as time passed he stopped rising. He talked to customers from his chair. Clerks in the business took over the selling. While this good old business was in a growing manufacturing city, while the city itself improved, while there were all kinds of new developments and most of these developments used hardware, the sales of this particular store steadily declined.

By the most rigid economy this merchant and his good wife had

been able to send their youngest son to college. The older sons were not interested in the hardware business that was steadily declining and they had occupations elsewhere. This youngest son came home from college and went to work in his father's store. He lived at home with his father. He was economical, had good habits and was not much of a burden on the business. But this young fellow, as young fellows will, fell in love. He wanted to get married. He did not care to bring his bride to his father's home. Of course, he might have secured a better position somewhere else, but his father was now growing old and his mother did not wish him to leave the business.

This business did not now produce enough profit to support two families. Our young friend, as he stood around the store and waited for customers to come in, became restless. Usually he was very prompt in returning from lunch, but one day he was an hour and a half late. His father had missed him and inquired rather petulantly why he had taken so long to lunch. "Well," answered his son, "at college I had a friend who was a buyer for one of the factories in this town. I decided I'd call on my friend and find out where he was buying his hardware. This college chum gave me a list of the hardware they used and the prices they were paying. Here is the list. If we can supply these goods at these prices he has agreed to give me the business. He has been buying these goods from a jobber and from two or three manufacturers. He told me that everything being equal, he would, of course, be glad to give us the business, as he felt not only on account of his friendship for me but because he felt that the local dealer should have the first call on the local business. There were some prices which I quoted him and here is his list of goods we can deliver.

### THE WORLD'S GREATEST HAMMER

# THE CHENEY NAILER

A leader among hammers in any store. Its balance — strength — tough handle — finish and nailing holding feature all combined in one hammer, to sell at the price of the good ordinary hammer, make it a live sales item. Get our attractive demonstrator-display "The Cheney Nailer Sales Maker." It turns prospects into customers for you. Send your order—today and let the Cheney Nailer lead the way for hammer business.

A FULL LINE OF HAMMERS

HENRY CHENEY HAMMER CORP.

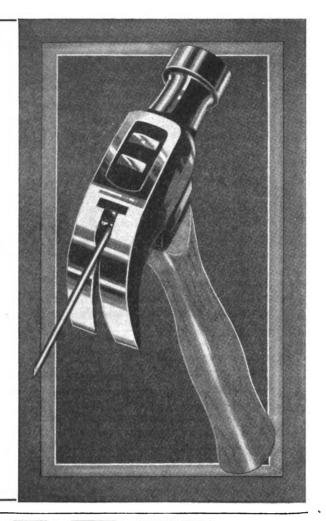
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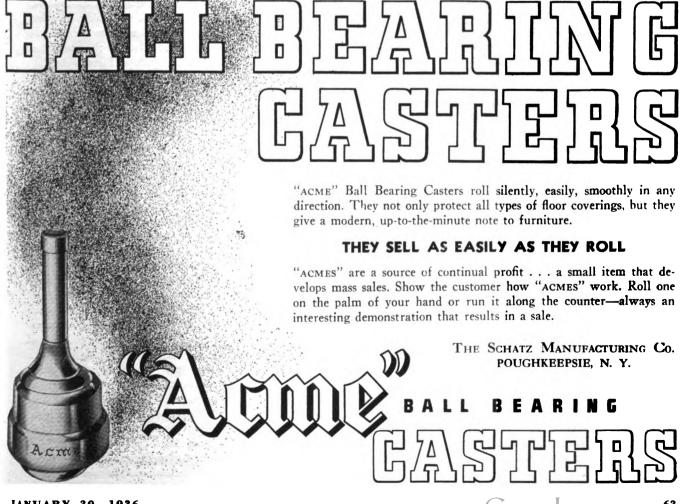
LITTLE FALLS, N. Y.

SALES OFFICE

302 BROADWAY

NEW YORK, N. Y.





immediately. This list amounts to \$150, and you will see from his prices we can make some profit on the business."

The father was naturally pleased and then the son surprised him by stating that he proposed three afternoons a week to visit the various factories, contractors and others in their town using hardware and try and sell them their goods direct. He was well received everywhere and was told they would be glad to give them the business if he could meet competition.

The next thing he did was to get a list of hardware items from the buyers of the different factories and then every month if he did not call personally he would call up the buyer on the telephone and quote these items. He discovered that the different manufacturers bought different kinds of hardware, also in different quantities. To illustrate, he found that a certain manufacturer of furniture used brass-head tacks in very large quantities. They also used other kinds of tacks. Of course, his retail price on the same tacks when he bought goods only one box at a time put him completely out of the running when it came to selling to this manufacturer. With a new price he received on brassheaded tacks, based on large orders, he not only got the business of this particular furniture manufacturer but he now found himself in a position to sell other manufacturers who used brassheaded tacks. Now I'm telling an absolutely true story. At the end of three years this small retail hardware store was doing a business of \$12,000 per annum with manufacturers.

### **Not New Business**

Of course, some of my readers will say this new business was not created, it was just diverted. It may be true, but the business was diverted from sources outside of town and from out-of-town manufacturers to an old-established retail hardware store in town where this business naturally belonged. This retail store is paying taxes, and employing labor. It is using local electric light and local telephone service. It is helping to do

its part to make the town a good place in which to live. But it does seem by all the laws of fair business, if it is able to sell merchandise in town at the right price, it is entitled to the business.

I visited a retail hardware man over in Brooklyn. He has a regular retail store with all the latest trimmings, open counter display and all that. This man was spending a good deal of his time away from his store, but notwithstanding this the store is prosperous. My friend is director in the bank across the street. He discounts all of his bills. He gets out a little mimeograph circular about national and local conditions. This circular is well worth reading. He sends it to all of his customers. He has a very satisfactory business with manufacturers all over the city. On certain lines of goods, such, for instance, as paint, he has secured the exclusive agency for his territory. He does an excellent paint business. In his office I noticed that there were on his desk a number of hardware items on which there were tags. "These," remarked my friend, "are items I have bought from chain stores and they are tagged with the retail prices of these stores. I make it my business to hold on to these samples and take them up with the salesmen of manufacturers and jobbers who call in an effort to obtain prices at which I can meet these prices and still make a profit, and I want to tell you that on most of these items I have finally been able to do this. It has taken some time, patience and work. In some places I have had to place fairly large orders, but I found that I could get the price if I would go after it and as an illustration I go after it." So this successful hardware man is not sitting in his store waiting for trade to call on him.

There are two kinds of rope. Regular rope, the kind used on buildings, and marine rope, the kind of rope used on ships, sailboats and for hawsers. A good-sized hawser is expensive rope and the life of this rope is only about one season because certain marine "bugs" eat into the rope and destroy it. Therefore, anyone who has ever owned a boat knows

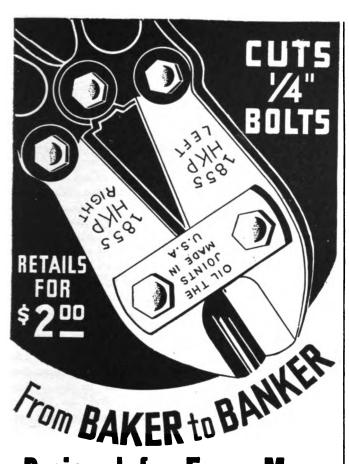
the cussed expense which he has to meet in buying new hawsers. The sailor marine rope is quite a business. Naturally it is confined to certain localities where there is a great deal of boating, where there is outfitting of ships, etc.

Between New York and Boston on both sides of Long Island Sound is the greatest piece of yachting water in the world. There are more sailboats and yachts and more amateur sailors. There are any number of yacht clubs. The quantity of marine rope bought along the Sound must be enormous. These smaller yachts do not use wire cables, they do not use chains, they use rope. But I'm wondering. I owned a sixty-foot boat for several years, and while I bought a new hawser every year, I haven't the faintest recollection of any retail hardware dealer along the Sound ever coming to me and asking me for my rope business. I'm a member of the Larchmont Yacht Club. There are several hundred other members, all of whom are more or less interested in yachting. But in all the years I have lived in Larchmont and been a member of this club I do not remember ever having received a letter or circular from a retailer on the subject of the kind of rope I could buy.

### Rope Buyers

Suppose you ran a hardware store in one of these sailing towns. Suppose you carried a Smith rope, or a Jones rope, or any other kind of rope that salt water cannot make hard. Suppose your rope is water and germ-proof. Suppose it has a green or yellow strand or any other kind of strand. In the name of Moses and little fishes why don't you get out a circular and tell about your rope at least to the members of all the yacht clubs? There is no trouble whatever in getting this list of members. Now I'm putting in a lot of time just on rope, but along with rope will come a lot of other business. A man with a boat always needs a lot of things. You are always puttering with a boat. How about white paint? How about knives and forks and cutlery for the boat? Ladders, flash-

(Continued on page 82)



# Designed for Every Man Who Likes to "Tinker"



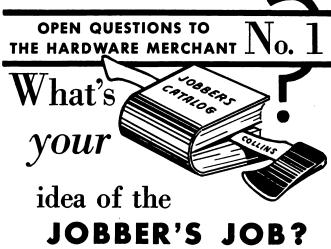
With the new Porter 12X-1855 Cutter every energetic hardware merchant has the opportunity to build up the greatest over-the-counter sale ever developed for a two-handed cutter. . . . It is designed especially for the home market—for the hundreds of handy men in your locality who need a real mechanic's cutter for use about their homes and in their workshops. Equally important, it retails at a price that will greatly appeal to them. . . . Cuts bolts in the thread up to Wr. nails, fencing, light rods and all kinds of untempered wire—jobs too tough for the ordinary home wire cutter. We are advertising this new Porter tool

Equally important, it retails at a price that will greatly appeal to them. . . . Cuts bolts in the thread up to W, nails, fencing, light rods and all kinds of untempered wire—jobs too tough for the ordinary home wire cutter.

We are advertising this new Porter tool nationally to home craftsmen. Many of them are your customers. It will pay you to tie in with this advertising—to display and promote this tool in your store along with kindred items. The season of home workshop appeal is approaching. Cash in on it! Price slightly higher west of the Rockies.

H. K. PORTER, INC., Everett The Belt Clipper People—Est. 50 Years





Let's look around your store a minute:

- 1. How many different items have you? 1,000? 100.000?
- 2. How many manufacturers would you have to contact if you bought direct? 10? 1,000?
- 3. How many factory salesmen could you see in a day—and how many could drop in every two weeks—or oftener—for your Want Book orders?
- 4. And how many manufacturers would ship you a "twelfth of a dozen" at the low price?

The jobber earns his percentage. He makes it possible for you to carry a representative line. His business depends upon your business. And your business depends upon giving your customers dependable merchandise.

### Check?

Many of these customers have their own ideas about what merchandise is dependable, but they will, as a rule, be guided by your recommendations. You, in turn, must be protected by the guarantee of a reputable manufacturer. Your customers think it is your job to give them a tool in this class.

Don't you think it's part of the jobber's job to give you what you ask for?



Ask for Collins Axes and other edged tools. There's 109 years' experience back of the Collins line — and a host of friends who will be glad to buy Collins from you.

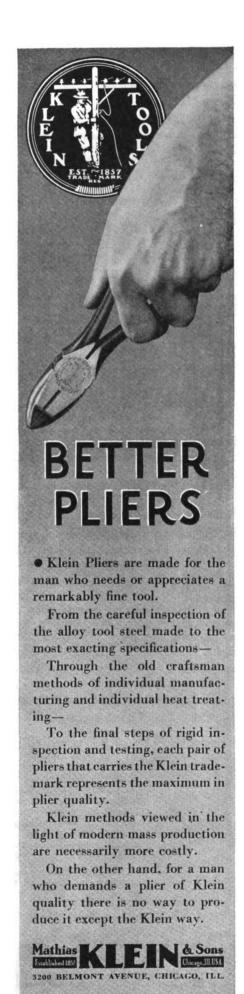
If your jobber can't supply you, please let us know.

## THE COLLINS CO.



COLLINSVILLE, CONN.

AXES • HATCHETS • BUSH HOOKS



### The Western Convention

(Continued from page 20)

have the substantial basis that comes from keeping the faith. Despite the fact that the drought, and other causes, have ruined crops in some localities, yet the improved buying power of agriculture was reflected in more purchases of farm equipment and hardware in 1935 than in any year since 1930. When factories work overtime it means an increased volume of business, and this increased volume has been absorbed. Your prospects today are brighter than they have been for several years, and this is evidenced by the confidence, and by the largest attendance of dealers we have ever had."

Other portions of Secretary Hodge's report stressed: the advantages of local clubs; touched upon the association's helpfulness; advised that progress was being made in inducing manufacturers to recognize the dealers with proper commissions when sales of whole implement units and repairs are made to municipalities and public institutions; urged further dealer cooperation in solving the foreign binder twine menace; called attention to the vast market being opened up for electrical farm equipment by the program of the Rural Electrification Administration; requested a continuance of efforts to influence all implement manufacturers to provide for a price differential for the service dealer; asked the government's cooperation in basing federal indices of wholesale farm equipment prices on more truly representative facts; sought the opinions of the membership on chain store legislation; recommended that members rely on easily available information in complying with the provisions of the Social Security Act, etc.

In completing his report, Secretary Hodge said: "Another year—other opportunities before us. Much of our success in the coming twelve months will depend on the fidelity with which we adhere to right methods of business and cooperative attitude toward our customers. The customer looks to you for guidance. You inform

him of the equipment that will enable him to till his acres most successfully. You furnish him the service that keeps his equipment operative. You discuss with him prices of crops and prospects for the future. The visits to your store are more valuable to him, your words are more often quoted by him than you realize. Let us determine that we shall be able to give counsel which will be helpful and worthwhile to those to whom we extend it. After all, nothing is more worthy than to help your fellow man. Life at best is short, and our record as businessmen, as neighbors, leaders in the one occupation that comes closest to the farmer's life places on us an obligation that we cannot shirk. In the coming year may we give the best in cooperation, in service, in advice, and in counsel to our customers. Thereby, we shall reap a reward that is above mere material values -we shall prove ourselves good citizens in the fullest sense of the word."

As the first speaker at Tuesday morning's session, Fred H. Clausen of the Farm Equipment Institute, Chicago, had "Problems of Our Industry" as his subject. Mr. Clausen declared that the passage of the Wagner Bill, which involves the adoption of a 30-hour work week by industry, would mean an increase of 33 1/3 per cent in labor costs, which, in turn, would increase prices of farm equipment at least 20 per cent. He also enumerated seven points in support of his expressed opinion that farmers are now getting better values in farm equipment than at any time in history, and declared that more workers are at present employed at higher wages in the farm equipment industry than at any time since 1929.

The final speaker at Tuesday morning's session was Guy D. Josserand, Copeland, Kan., vice-president, Kansas Farm Bureau, Manhattan, Kan., and treasurer of the Kansas State Board of Agriculture. With "Our Mutual Interests" as his subject, Mr. Jos-



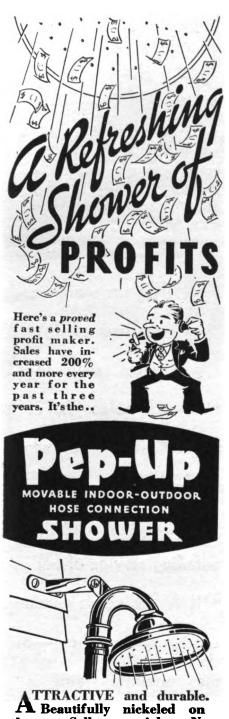


TUBULAR RIVET & STUD COMPANY BOSTON, MASS.

The largest factory in the world devoted to the manufacture of Tubular and Clinch Rivets.



PUMPS-WATER SYSTEMS-HAY TOOLS-DOOR HANGERS



ATTRACTIVE and durable. A Beautifully nickeled on brass. Sells on sight. No bothersome installation. Just attach to hose and hang-up—indoors or outdoors—by patented self-adjusting bracket, as furnished.



Retail price \$1.00 with liberal dealer profit. Ask your jobber or write to us. Backed by real advertising program and plenty of sales promotion material.

The Schaible Foundry & Brass Works Company
1086 Summer Street
CINCINNATI, OHIO

serand declared that industry has no alternative except to work in closest harmony and cooperation with agriculture. He said in part:

"The farm deals primarily with two industrial groups—those who sell to him and those who buy from him.

"While the group that buys the farmer's products attempts to buy for as little money as possible and is more interested in its own profits than in a profitable farming industry, the reverse is true in the case of the manufacturers producing farm equipment and other commodities in the way of clothing and supplies the farmer consumes."

In explanation of this he said:

"Manufacturers selling to the farmer, either directly or through middlemen, find it necessary to have a profitable farm market for their output. It is natural that this group should ally itself with a program of organized agriculture and be sympathetic to the aims of organized farmers,

"The manufacturing industry profits when corn is 85 cents a bushel instead of 15 cents; when cotton is 12 cents instead of 5 cents; when wheat is \$1 instead of 35 cents. Authentic figures show that national prosperity means, first of all, farm prosperity."

Relative to the AAA Mr. Josserand said:

"The AAA program was patterned exactly after the methods used by industrial companies to supply what the markets would take—no more, no less. The only difference is we have 6½ million individually producing farmers while you (manufacturers) are all more or less under one roof.

"That is why agriculture must have the aid of the federal government in organizing itself to control its output the same as the manufacturers do. Here is how the manufacturers do it:

"From 1929 to the spring of 1933 production of agricultural implements dropped 80 per cent but the price dropped only 6 per cent. In that same period agricultural production dropped only 6 per cent but the average drop in prices was 63 per cent. Agriculture did the reverse of what manufacturers did.

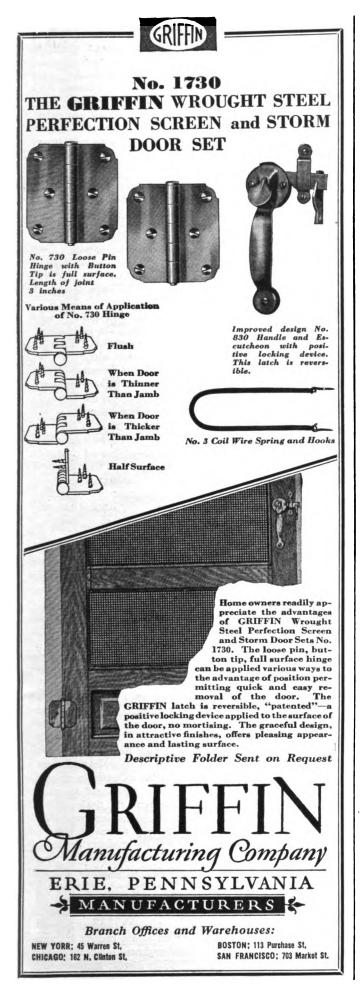
"These figures are indisputable. They show that what agriculture needs is a means of organization to sustain prices after the manner of industry in order to be prosperous and translate its prosperity to industry."

Before adjournment of the Tuesday morning session past president A. A. Doerr, Larned, Kan., offered the previously mentioned resolution which urged Congress to find some legal method of continuing a substitute program similar to the AAA. In another resolution later offered by the Resolutions Committee, and adopted by the association the government was urged to devise some legal method that will enable "payment to be made to farmers on all pending AAA contracts of the money which is rightfully due them."

### **Tuesday Evening**

On Tuesday night several hundred men and women of the convention heard Louis J. Buisch, National Cash Register Co., Dayton, Ohio, address a group meeting in the Francis I Room of the Baltimore Hotel. L. H. Dunton, Arcadia, Kan., was chairman of the group meeting. Mr. Buisch stated that "the time has come for us in business to face the facts." He urged dealers to take inventories of their personal characteristics, the manner in which they spend their time, etc., actually written down in black and white with a view to improving their habits. He stressed the fact that onefifth of the merchants are getting four-fifths of the business, and emphasized the necessity of utilizing modern merchandising methods. Planning for profit by budgeting and control was advocated by the speaker, who declared that in such planning margin is the first thing to think about. Emphasizing the importance of planning, Mr. Buisch quoted the following business axiom credited to John Wanamaker: "Too many retailers are sailing without charts and by the broken compass of chance." Many suggestions for more efficient retailing were also outlined. In completing his address he said: "Well managed small hardware stores can make as large a percentage of profit on their investments as large stores. The most successful merchants are those who plan for the coming year. If your store deserves more business, it will get it, but not through legislative action." As a finale, he asked the question: 'Are you selling or repelling,"

On Wednesday—Hardware Day—the first speaker was J. E. Woodmansee, treasurer, Richards & Conover Hardware Co., wholesale, Kansas City. Mr. Woodmansee had "Differentials, Preferentials and the Future of Independents" as his subject. He discussed many aspects of chain store competition and urged the association to give attention and thought "—not to chain store legislation, but to the unfair price ad-



# Ols NEW and Women Go for it



The DR-6 Genuine Vitreous Drip Olator

This newest creation in vitreous china is a superb blend of the rich, colorful beauty of old ivory china and the polished brilliance of aluminum. The colorful floral decorations and labels make an attractive display. Order from your jobber. National advertising backs you up when you display the genuine Drip-O-lator.

THE ENTERPRISE ALUMINUM CO.



vantages and concessions enjoyed by the national corporate chains. "He called attention to the growing volume of business enjoyed by chain stores, and expressed the opinion that such stores, within a few years, will account for one-half or more of the total retail volume. The advertising allowances and rebates granted to some of the larger corporate chains were mentioned in particular. He referred to the comprehensive price study, inaugurated in May, 1934, by his company. Of this he said: "Our price study convinces us that thousands of merchandise items are purchased and sold at lower prices by national corporate chains and mail order houses. Our price study also reveals that thousands of hardware items are regularly stocked and sold by independent dealers at prices competitive with the national chain and mail order houses. It is obvious. therefore, that all independents, as well as trade organizations must devote time and intelligent thought to the selection of merchandise which can be offered to the public on a competitive price basis. If this plan is consistently followed, those manufacturers who practice price discriminatory tactics will hesitate to favor one group over the other. The independent stores still do 65 per cent of the total volume." Mr. Woodmansee called attention to the three bills which have already been introduced in the House of Representatives to amend the Clayton Act, and to eliminate price discrimination. In commenting on the position of the wholesaler in the competitive situation, he outlined the obligations of such distributors and said that wholesaler's factory purchases are five times those of national chains. As a solution to the competitive problem Mr. Woodmansee suggested that wholesalers get together on their purchases, and he bespoke the cooperation of the wholesale house with which he is connected in carrying out such a plan.

E. B. Gallaher, treasurer, Clover Mfg. Co., Norwalk, Conn., and editor, Clover Business Service, Norwalk, Conn., made a short and informative address on "The Future of Hardware Distribution." He declared that the hardware dealer was mostly concerned with consumer and not durable goods, and stated that consumers will always buy values. The surest way to make competition, he said, was to maintain high prices. In order to bring about lower prices, Mr. Gallaher advocated mass buying by dealers

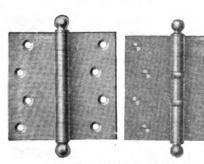
from wholesalers, in the group manner which has frequently been described in Hardware Age, and which is now being used by a number of hardware wholesalers, under several different wholesaler-dealer group plans. Mr. Gallaher voiced the belief that, "What we need most is a self-starter for 1936," and after concluding his address he answered a number of questions asked by members in the audience.

Sam Zuercher, Wichita, Kan., reported as chairman of the Trade Relations Committee, and stated that progress had been made in a number of conferences held with hardware wholesalers with a view of bettering conditions for the dealer. Following this Mr. Zuercher conducted a brief open forum discussion.

At the final business session. Thursday morning, the first order of business was the report of the Resolutions Committee, which was presented by F. Ackarman, Sedan, Kan., who was later named president of the association. Of the 19 resolutions offered by the committee only one—that protesting the Eastman Water Carrier Bill, which is now before Congress—failed of adoption. After some discussion from the floor, it was decided to refrain from placing the association on record as being either for or against the measure

The 18 resolutions adopted: urged dealers to correct their own unethical and uneconomic practices before requesting wholesalers and manufacturers to correct theirs; recommended the appointment of a committee to promote the formation of local clubs; suggested four important ways and several others of lesser importance in which implement manufacturers could better assist dealers; recommended that no definition of an implement service dealer should be such as to embrace unqualified firms; urged manufacturers of power-driven farm equipment to provide their products with the best possible safety devices; approved of the advertising of retail prices by farm equipment manufacturers; advocated the dealer sale of American made binder twine, and requested prices to enable them to compete on this product; expressed the belief that it is unfair for manufacturers and wholesalers to sell governmental agencies at wholesale prices; voiced the opinion that the association membership should be increased; pledged support to legislation which would protect independent retailers from the unfair competition of chain stores; recommended

### MCKINNEY HINGES



### WROUGHT BUTT HINGES

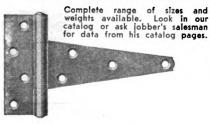
Wrought Bronze, Brass and Steel Butt Hinges by McKINNEY are fashioned in light, regular and extra heavy weight for Interior as well as exterior use. All standard finishes available. Plain joints or bearings—optional.



### WROUGHT STEEL HALF AND FULL SURFACE HINGES

The labor saving hinge for wood doors with wood jambs. Beveled leaf fastens to surface of door — only jamb leaf need to be mortised.

### WROUGHT STEEL TEE HINGES



### WROUGHT STEEL HASPS

Sturdy—strong safety hasp—ideally suited for garages, barns, stables and implement sheds. Standard sizes available. Order from your iobber or write us.

### MCKINNEY MANUFACTURING CO.

Main Office & Factory: Pittsburgh, Penna.

District Offices Chicago

New York

San Francisco

# Selling Points. Plenty

"Real Solid"

### **BUCKEYE UTENSILS!**

= Here's How

POINT OUT





THE GUARANTEE AND GOOD HOUSEKEEPING SEAL ON THE LABELS

Long Wear Assured

### POINT OUT





THE TRADE MARK AND ADDRESS STAMPED ON THE BOTTOMS

Customer Can't Lose on Her Purchase

### **POINT OUT**



### **20 GAUGE 6 QUART**

THE GAUGE AND EXACT CAPACITY STAMPED ON THE BOTTOMS Another Assurance of the Real Thing

### POINT OUT



### OTHER FEATURES

SPOUTS AND LIPS WELDED TO BODIES. BODIES.
PERCOLATOR HANDLES AND ALL COVER KNOBS UNBURNABLE.
EXTRA STRONG TRIMMINGS THAT WON'T RUST OR WORK LOOSE.
EYE AND TOUCH VALUE THAT APPEALS.

Appeals to Pride and Ownership

If you don't carry "Real Solid" utensils, ask for catalog and prices. If you're selling them now, tear out this page and practice these selling points for better sales.

### THE BUCKEYE ALUMINUM CO. WOOSTER, OHIO

For Over a Third of a Century, Manufacturers of Aluminum Cooking Utensils

that dealers capitalize on the opportunity offered through the Rural Electrification program; deplored the unfair merchandising activities of some power companies, particularly in reference to leased appliances; urged that dealers accumulate a cash reserve for business emergencies; requested the Federal government to ascertain the true facts before publishing information on retail farm equipment prices; commended the work of the 4-H clubs; expressed appreciation of the membership for receiving the Clover Business Service; endorsed the ceaseless activity of the various farm group leaders and of Secretary Wallace of the U. S. Dept. of Agriculture in their vigorous and prompt endeavor to continue the rehabilitation program of agriculture by new legislation enactment; urged Congress to find some legal way to pay pending AAA contracts to farmers. and voiced appreciation of the five decades of work done by Secretary Hodge.

### **Election of Officers**

Following the report of the Resolutions Committee the following officers were elected: President, F.

Ackarman, Sedan, Kan.; vice-president, Frank H. Spink, Kansas City, Mo.; directors for four-year terms: Sam Zuercher, Wichita, Kan.; Evan Knudson, Goodland, Kan.; Frank Stewart, Medford, Okla., and L. H. Dunton, Arcadia, Kan. Otis B. Landis, Abilene, Kan., was also elected a director to serve out the unexpired term of Frank H. Spink, whose term on the board expires in 1938.

After the election of officers an open forum discussion was conducted by past presidents Al. G. Wright, Arkansas City, Kan., and J. D. Reynolds, Carthage, Mo. During this open forum the following subjects were discussed from the platform, and from the floor: Price discrimination by manufacturers and distributors between chain and mail order stores and independent dealer. What is the experience of hardware and implement dealers with the sales tax? Chain store legislation. Can the chain store be legislated out of business? Price differential for the farm equipment service dealer, and manufacturers' and jobbers' direct sales to public institutions. All of these problems evoked a great deal of interest and were the subject of considerable discussion.

At all of the business sessions, group singing was effectively led by Sam Zuercher, Wichita, Kan. Due to the illness of Past President Fred L. Taylor, Lyons, Kan., who has been an important member of the famous Western Peerless Quartette for many years, the popular singing foursome could not appear at the opening session. Mr. Taylor had also led the association in songs during recent annual conventions of the association. On the second and third days of the convention, Mr. Zuercher's brother was drafted to sing as a substitute for Mr. Taylor. and sang admirably. In addition to the Zuercher brothers, other members of the quartette were Clyde Bishop, Chanute, Kan., and Lynn Covert, Abilene, Kan., both of whom have been members as has Sam Zuercher over a long period of years.

### Entertainment

The entertainment program at the convention included the annual banquet for visiting dealers and their ladies at the old Convention Hall. This banquet was served by the Hotel Muelbach with 1670 guests being served in the main arena. The event was arranged by the Kansas City Chamber of Commerce and the Kansas City Implement, Hardware and Tractor Club. J. E. Woodmansee was the toastmaster, and following the short speaking program, an elaborate program of vaudeville entertainment and dancing were enjoyed. For the entertainment of the ladies, a Style Show Luncheon was held Wednesday noon at the Emery, Bird, Thayer Dry Goods Company's Tea Room.

### Official Boy Scout Felling Axe

This are has been adopted by the Boy Scouts of America for heavy duty. It has a thin, deep cutting blade and a special driving face. The head has been widened to serve as a hammer. Maker states it is a well-balanced are,



easy to handle and of bi-metallic construction with the entire blade forged from high-grade tool steel selected for its cutting qualities. Weight of head, 2½ lb.; length, 28 in. Has two-tone handle; patent leather finish. Vaughan & Bushnell Mfg. Co., 2114 Carroll Ave., Chicago.





Peoria, Illinois



When a master-mechanic makes his choice there's a world of experience behind it—that's why so many carpenters choose an ILCO Universal Door Check. They know it's a smooth, tireless worker. And they know it's easy to install, right or left as needed, without any change in assembly.

An ILCO Universal can be regulated to any speed or combination of speeds — and your customer is sure of receiving the kind of service he likes.

For light weight inside doors, storm doors and screen doors, the ILCO Senior or Junior Closers give fine service. Easily installed, they have a large market among homeowners.

ILCO Door Checks are typical of the quality and value you will find in the ILCO line,



Dept. P



known. Their very name, known to tool users for over 75 years, inspires confidence and makes them easier to sell. They are worthy protectors of your own reputation for quality.



This handsome lithographed metal display carries 35 extractors in the six best selling sizes. The display is free.



The small store can use this stand. Contains twelve of the best movers. Prices and sizes prominently shown.



New York: 15 Warren St. Chicago: 611 W. Washington Blvd. Detroit: 228 Congress St.. W.

### Going Up—The Standard of Living

(Continued from page 21)

tion: Has anything fundamental changed in the American character in the past six years? It would not seem so. Of course, we have had to deprive ourselves of a great many things we wanted but that seems only to have made us more avid for them. As soon as we can afford them, we shall buy them.

The motor-car has come to be the symbol of American living. Car production in 1935 has recovered to a total almost as great as in 1928. Some of the buying is traceable to the payment of Federal agricultural credits but, whatever the cause, it is apparent that the compulsion to buy the refinements of living is as strong as ever.

The volume and class of Christmas shopping was another indication of the readiness of the American people to resume living at its former standard upon the slightest encouragement, whether mental, moral or financial.

It needs only the further encouragement of a wise governmental policy toward business to start us on a cycle of producing new goods and of purchasing by a far greater percentage of the whole people. That means low-cost production in far greater quantities than ever, of goods everybody can afford.

As long as the spirit of our American system of enterprise continues to flourish, the standard of living will continue to go up.

### The Service Hardware Store

(Continued from page 32)

who had become well off by paying attention to their sales, but I never had known one to get rich on the extra discounts he chiseled out of the jobbers' and manufacturers' salesmen. He opens at eight, closes at six.

"What brings in the most business to your store?" I inquired. "I mean, the most new business and new customers?" His answer surprised me. He said it was not show windows, or being a member of the Rotary Club, etc., but a circular he wrote and mailed to the residents of the community once a month. He said this circular called attention to seasonable goods, on which he frequently made special prices. He called this circular his best salesman.

The other day in some newspaper I read a most interesting article giving tips on painting. For instance, porch floors and the bottoms of wooden pillars are always rotting. The answer to this was that when the porch floor was being laid, the dovetailed edges of the boards should always be carefully painted before they are driven together and nailed down. Anybody, of course, can see the logic of this. The porch holds water. The water settles in the

cracks between the boards and whenever water settles, timber rots. This article on painting, probably gotten out by some paint house, would save houseowners a lot of money if they would only read it. Why does paint blister? Why does it bubble? All the answers are given in this article. Now why shouldn't information like this be sent by the hardware dealer to his community? It certainly would suggest to the householder that there was a hardware dealer in his town who carried paint, knew all about painting and could give him some valuable tips on the subject if he went there to buy his paint, and took care of that job that should be done as soon as possible.

Then there is the question of the condition of the earth in your garden. Of course you know that the earth goes sour. How can you make it sweet? Why should the women in your town order seed by the bag from faraway seed houses when you are right there to help them with their gardening problems if they will buy their seed from you. The answer, of course, is easy. They never hear from you.

Why not this spring have a

74



### No. 2150 Adjustable 8 to 12 inches

No. 2150 as shown. Adjustable Frame, Nickel Plated. Black enameled handle with screw adjustment for tightening blade. Depth of frame 2½ in., steel % in. wide.

No. 2151. Same as No. 2150 but includes one blade with each frame.



No. 2115 Adjustable Frame for Blades 8 to 12 inches

No. 2115 as shown. Adjustable Frame. Nickel Plated. Corrugated steel pistol grip with dull nickel finish. Wing nut adjustment for tightening blade. Depth of frame 21/2 in., steel 1/2 in. wide.

No. 2116. Same as No. 2115 but includes one blade with each frame.



No. 2175 Adjustable Frame

For heavy duty. Nickel plated—highly pollshed. Strong steel connection with double end adjustment giving maximum strength when frame is fully extended. Corrugated steel pistol grip. chromium plated. Wing nut adjustment for tightening blade. Depth of frame 3 ½ in., steel ¾ in. wide. No. 2176 same, but includes one blade with each frame.

# They Save Blades—Users Save Money—Dealers Save Words

The blade saving feature on "Union" Hack Saw Frames gives dealers the right material to clinch sales. The adjustment for tightening holds the blade securely and keeps it tensioned just right. That is why

### "UNION" HACK SAW FRAMES

reduce breakage—permit easier sawing and save blade money. Made in six patterns to meet all requirements of mechanics and home owners. Priced to retail profitably at *less* than most dealers and users suppose for such sturdy frames of tested quality.

Ask Your Dealer to Supply You



# 3 Fast-Selling, Quality Leaders from Vaughan's Complete Line of CAN OPENERS



Cash in on the demand for Vaughan's Famous Sales Leaders. For 25 years—high quality, uniformity and sustained national advertising has caused a consumer preference for these popular priced can openers. They sell fast . . . retailing for 5c. . . . 10c. . . . and 25c. and pay you a good profit. You can build a profitable business with these nationally advertised leaders.

Send for information and prices.

VAUGHAN NOVELTY MFG. CO., Inc.
World's Largest Manufacturer of Can Openers
3211-25 Carroll Ave. Chicago, Ill., U. S. A.



### FIRELINE

Any house-wife can line her stove or range in a few minutes with FIRE-

LINE for it comes ready-mixed . . . like putty, can be easily molded to any thickness. It repairs broken fireboxes indefinitely. Guaranteed not to crack, fuse or spall.

Do not confuse FIRELINE with smear-on stove "linings." FIRELINE is a refractory material of the type used in industrial ovens to increase combustion efficiency.

FIRELINE STOVE & FURNACE LINING CO. 1859-A Kingsbury St., Chicago



(Copr. 1935, Plibrico Jointless Firebrick Co.)



### This Display Sells Tape

THE New Slipknot All-Metal Automatic Salesman, with Stock Bin, holds 48 rolls assorted of fast selling Friction Tape, to retail at 5, 10, 20 and 35 cts. per roll. This tape is extra adhesive -can't dry out—has greater tensile strength—edges can't ravel.
Will double and treble your tape sales.

Also SLIPKNOT Double Wear RUBBER SOLES on Colored Cards with Cement. Finest quality rubber. All sizes. Sold through Jobbers. Write for details to—

PLYMOUTH RUBBER COMPANY, Inc. Largest Rubberizers of Cloth in the World 100-200 Revere St. CANTON, MASS.

prize contest in growing flowers or vegetables among the school children of the community. Why not supply a small envelope of seeds free. Why not run a show window along with the prize contest. In my own experience nothing in the world interests children more than the growing of plants. Haven't you ever seen them pull up a radish, look at it carefully to see how it is coming along, and then plant it again. One of my earliest recollections is how much radishes will stand and still come to maturity.

Then there is another problem. Many commuters have tall chimneys painted white. Then they put in an oil burner, sold by an agent, not by the retail hardware dealer, and when the oil smoke goes up the chimney and runs over it soon ruins the nice white chimney and it looks terrible. But there is a way to stop that. Did you ever walk around town, look at some of these oil burner chimneys and then get up a circular and send it around telling how to stop it? That would call attention to the service of your store.

And now to get back to a subject on which I am nutty, safety in bathtubs. I continue to read of serious and fatal accidents to people trying to take a bath or a shower. A bathtub can be made safe. Plumbing houses get out pamphlets on the subject. Suppose the retail hardware dealer would send out a pamphlet in which he tells the entire community that he is tired of reading about bathtub accidents and desires to save the lives of his neighbors. This might start a wild rush to the hardware store to find out just how to make the world safe from bathtubs!

Here is an extract from a letter written to me by a young hardware dealer:

"Having read your book 'Forty Years of Hardware' many times and all of your articles in the HARDWARE AGE I sort of feel as if I were really acquainted with you. A few years ago I wrote asking you the advisability of a young man running a retail hardware store and you very courteously answered my letter. Today I find myself the part owner of a hardware store here in the capitol city of New Hampshire.

"When I think of the advantages the big chains have with special prices from two-faced manufacturers and plenty of capital to work with I stop and wonder if all this effort is in vain. And then I think of the many loyal friends we make throughout the year and our privilege to make quick and advantageous decisions without permission from New York or Chicago and then the world seems brighter.

"The heading of your article in the January 2d issue of HARD-WARE AGE was my reason for writing you. At one time the retail hardware store catered to the various contractors, painters, plumbers and electricians. Today due to the wholesaler reaching out for more volume, these customers buy goods at the same

price the retailer pays.

"We have builders' hardware, paints, plumbing supplies and electrical supplies. Why couldn't we have a carpenter, a painter, a plumber and an electrician either in our employ or subject to our call. The store would advertise complete service to the home owner, making many contacts for customers on other store items. Profit would be realized on the service and the supplies would be bought from our stock, thus greatly increasing our volume without hurting our regular over-the-counter service. Even a housecleaning service could be included in this plan.

"You wrote just enough in your article to lead me to believe that we both have similar plans in

mind.

In conclusion, let me suggest, if your business is not doing as well as you would like, that you try the service idea. The retail hardware store in every small town should be the regular fire department for telephone calls on all sorts of householders' problems. However, if the resident does not know you are there, if he has never heard of you, whom have you to blame but yourself if he does not stop off at your store on the way down to his train in the morning or on his way home at night. Of course, in some of the towns I have visited he could not stop on the way home as the hardware store is closed for the day. But now that so many commuters do not work on Saturday and actually stay home on that day, Saturday should be a great day for the local hardware merchants to get acquainted with their fellow townspeople.



# The 1936 Stearns Power Mower Sensation

A STEARNS power lawn mower (18" cut) to retail at \$74.50.

Pneumatic tires \$7.50 extra.

\$74.50

A simple, dependable item of merchandise without tricky, complicated mechanism. Will be advertised in 8 of America's leading national home and garden magazines. Our liberal discounts offer you a big profitmaking opportunity for 1936.

Ask your jobber or write us for details



Four other models from 18" to 27" cut. Prices from \$94.50 to \$235.00

E. C. STEARNS & CO. Syracuse, N. Y.

### SELL THE CAN

with the

"HANDY-GRIP" CAP



**EAGLE** 

Gasoline and Oil
CANS

have this

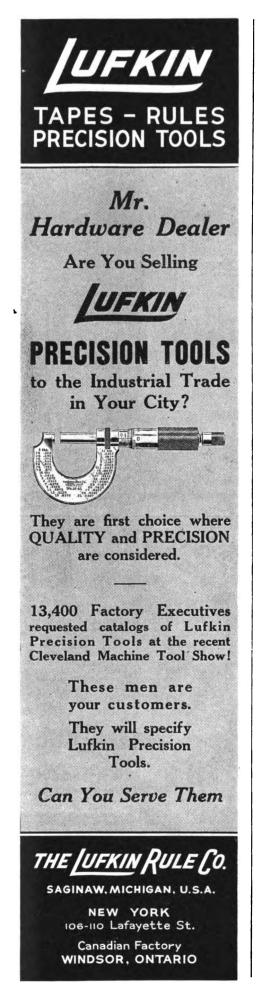
exclusive feature

The dealer selling Eagle Gasoline and Oil Cans has the advantage of selling a can with a special cap which never sticks. Easy to put on—Easy to remove. All sizes have wide mouth filler openings. For easy identification, oil cans are decorated in blue, gasoline cans are all red enameled. Write us for complete details of these "special feature" cans and name of jobber stocking them in your territory.

EAGLE MANUFACTURING CO. Wellsburg, W. Va.







# Federal Loan Plans and Industrial Equipment Market

(Continued from page 58)

and factory construction materials.

Under amendments to the Federal Housing Act approved on May 28 industrial and commercial loans up to \$50,000 are permitted for the modernization of equipment as well as buildings. The Act, at the same time, was prolonged by amendment from the original expiration date of Jan. 1, 1936, until April 1, 1936. The new regulations, as they affect loans to industrial concerns are:

### Advance Credit

"An advance in credit in excess of \$2000 but not in excess of \$50.-000 must have been made for the purpose of (1) repair, alteration, or improvement of real property already improved by, or converted into, apartment or multiple family houses, hotels, office, business or other commercial buildings, hospitals, orphanages, colleges, schools, or manufacturing or industrial plants, or (2) the purchase and installation, in connection with the foregoing types of property of such equipment and machinery, with or without any structural changes in the buildings, as are peculiarly adapted to the business conducted therein or necessary in the operation thereof."

It is estimated that throughout the country there are, according to the latest available Census figures, 141,776 manufacturing establishments that have thus been made available for credit advances for modernization and repairs. In the loans made for the purchase of equipment, strictly portable items, such as unattached bench tools, are not eligible. However, a connection of an item by wire, tube, hose, or flue is considered attached and permanently installed and therefore qualifies under the regulations.

### Direct Loans

Direct loans to industry for the purpose of maintaining or increasing employment are also being made by Federal Reserve Banks, as well as the Reconstruction Finance Corporation. Of the \$580 millions made available for such loans more than \$150 millions have been loaned since the funds became available on June 19, 1934. In an indirect manner, these employment loans to industry are also assisting in bringing about a revival of the industrial equipment market.

Another measure to aid industry is now awaiting the consideration of Congress. This bill known as H. R. No. 8250, as introduced on June 21 by Representative Chauncey W. Reed, of Illinois, provides for the creation of an Industrial Loan Corporation, and embodies features of the Morris Plan. Its objective is to provide a means whereby small industries may obtain financial assistance from their local banks. Representative Reed is of the opinion that existing measures do not provide the smaller, sound industrial concerns with the long-term credit facilities they require. Under the provisions of this proposed measure, the Industrial Loan Corporation would have a capital stock of \$1,000,000,000, and would be empowered to make loans not exceeding \$500,000 each, which must mature on or before the expiration of five years.

### Goodrich Tractor Tire Encyclopedia

A 32 page "Farm Tractor Tire Handbook" of interest to manufacturers. and dealers of farm equipment has recently been published by the B. F. Goodrich Co., Akron, Ohio. The booklet has as its object the distribution of information concerning advantages. of rubber tires on farm power units in agriculture and transportation of agricultural products. Results of state agricultural college tests are reviewed. The volume is illustrated and contains five pages of tire data and specifications, load and inflation tables, and tractor tire and wheel specifications, as well as instructions on wheel weights and servicing low pressure tires in the



#### Year Round Profits from WATERPROOFING!

Winter Snow and Slush—Spring Rains—the seasons when this new kind of Clear Waterproofing sells best.

WATERPROOFS Clothing, Shoes, Hi-Tops, Waders, Tents, Tarps, and Auto Tops - No Grease, No Oil.

Anything made of cloth, canvas, leather, or wood can be made water-proof instantly! Every farmer, every proof instantly! Every farmer, every sportsman, every business, every home (particularly with children) has dozens of uses for RAINY DAY! Easy to use; shuts out water, but does not stop up pores or keep out air. Increases life of material; makes leather soft and pliable.

Order from your jobber or direct if he cannot supply you. Attractive Sales Helps. Complete information upon request.

#### PROTECTION PRODUCTS MFG. CO.

7436 Second Ave., Detroit

WATERPROOFING

PRICED RIGHT! Quarts Pints Shee-Size \$1.25 75c 25c

PROTECTION

#### CAN A HOLE HOLD **WATER?**

#### FIND OUT

Novel demonstra-tion sent free. If it sells you, it will sell your customers!

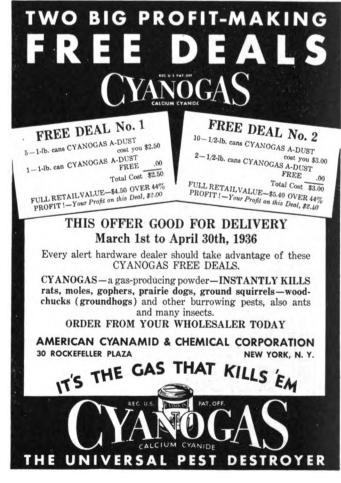
Nationally Advertised in Popular Mechanics and Popular Science Monthly





**JANUARY 30, 1936** 

Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of HARDWARE AGE. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.



#### ARMSTRONG

**Tools for Home Workshops** 



The ACE Set provides the proper tool for every metal-cutting lathe operation. Designed and manufactured by ARMSTRONG, makers of the lathe tools used in over 96% of the machine shops and industrial plants, ACE Tools far surpass in quality and finish those ordinarily sold for home workshops, still are priced to meet all competition.

Sold by hardware stores everywhere, individually or meet all competition in the Lathe Set — ACE TOOLS can make you "Homecraft Headquarters" in your community. Display them prominently. Invite comparison. They will sell themselves and your store.





 Expressing Philadelphia's ultimate in modern appointments and guest comfort.

1200 OUTSIDE ROOMS 1200 MODERN BATHS RATES BEGIN AT \$3.50





FRANKLIN HOTEL PHILADELPHIA Samuel Earley, Mgr.

#### Russell Sells the Factory

(Continued from page 60)

In the accompanying illustration, showing one of the Russell new products clinics in progress, the line being studied by the company's industrial and automotive department heads and salesmen happens to be an automotive line, but the same practice is followed with industrial products. Many factories and other industrial concerns in the company's territory operate large fleets of trucks and cars, and often maintain their



ROBERT H. RUSSELL

own repair shops. Russell salesmen in their calls on such industrial establishments can thus, on one visit, solicit orders for both mill and automotive supplies. Naturally other regular outlets for both lines are also regularly visited.

In the company's latest catalog effective use was made of a picture showing a Holyoke factory machinist who has purchased the tools of his trade from four generations of Russell's. This customer has been waited on by Joel, Robert, Henry L., and Stuart A. Russell. This human interest idea made an interesting feature in the catalog and one which could not fail to impress prospects with the company's stability and standing. The picture is shown with this article.

Holyoke is an important industrial center having many textile and paper mills in addition to factories producing a widely diversified assortment of products. J. Russell & Co., Inc., was founded in 1848, as a tool house

catering to factory trade, and has since continued to actively develop the industrial market. Meanwhile, the wholesale and retail hardware and the automotive departments have become very important, and integral parts of the business.

Robert J. Russell, who now manages the business, is a past president of the New England Hardware Dealers' Association and of the Western Massachusetts Hardware Association, and has regularly and actively participated in the annual conventions of the former organization. has also frequently attended and participated in the conventions of the National Retail Hardware Association and the National Supply and Machinery Distributors' Association. A younger brother, Stuart A., assists in the management of the company. The firm has 70 employees. Department heads are: Miles Stray, in charge of Industrial Sales; Hi Chaffee, in charge of Dealers Sales, and Lou Beushausen, in charge of Automotive Sales. Unusual facts about this trio of department chiefs are that their average age is about 40, and that all three have had about 15 years' experience in the lines which they now supervise.



This Holyoke, Mass., machinist has purchased his hardware, tools, and factory supplies from four generations of the Russell family.



#### SUPER APEX

has a sinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

#### THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS ANTIQUE BRONZE — ALUMINUM

#### HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA



#### SURE-GRIP



#### HOSE CLAMPS

"Sure-Grips" are the most dependable hose clamps made. They have no raw edges to rust or corrode because they are galvanized after all the machining operations are completed. There is a "Sure-Grip" to fit every hose.

Special clamps made to order.

Ask your jobber—or write direct.

J. R. CLANCY, Inc. Syracuse N. Y.





#### SPEEDY PAINT SPRAYER

View of Speedy Paint Sprayer No. 850 in workshop of the Model Home of America, Atlantic City. Professional type electric spray equipment listing as low as \$20 and \$14. Others \$5.00 and up. Auto power sprayers list from \$2.60 up. Speedy sprayers are professional type for all general painting, varnishing, etc. Low cost makes selling easy. Built right for long life.

Dealers: Write for complete details, prices and discounts.

ELECTRIC COMPRESSOR OUTFITS

LIST AS LOW AS

\$20 and \$14

COMPLETE (without motor)

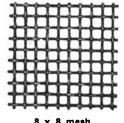
W. R. BROWN COMPANY

2014 N. Major Ave.

CHICAGO

#### RUST RESISTING

Many a hardware cloth has gone down to the ''grave'' and is labeled RUST on the "tombstone." Not so with **WICKWIRE** 



#### **GALVANIZED** HARDWARE CLOTH

It is "long lived" because made from Open Hearth Copper-Bearing Steel which resists rust much longer than ordinary steel. It is also Galvanized by a method which insures added protection and gives it a durable and attractive finish. Even inch widths 12 to 48 ins. Standard and special grades. Sell it with confidence.

Ask your Jobber for Prices STEEL PRODUCTS

"NATURAL GAS now used in our fur-naces produces very lew sulphur steel which, tagether with a copper alloy, reduces cor-rosion."



#### AT YOUR SERVICE !

THE "Who Makes It" Editor will be glad to help you in your search for the name of the manufacturer of that product you are interested in.

If you do not find it or its trade name listed in the current Directory Number, in all probability it has been incorporated in the revised listings that are being pre-pared for the next issue of the Directory Number.
Many such changes are being made daily and the listings brought up to date.

If your current Directory does not give you the information you seek, write the "Who Makes It" Editor. He's at your service!



#### Greeting Cards Bring Traffic

(Continued from page 26)

used for each different class of card, viz: • birthday, wedding, mother's day, Christmas, etc. Soon this hardware store carried over 200 different varieties of cards. And the stock turnover amply warranted the space and time devoted to this unique hardware

Then one day Mr. Cowperthwaite noticed how customers congregated around the open card displays in large department stores. This set him to thinking. That night he went to work with rule and pencil. Within a week he had built a neat display rack out of wall boarding, with individual sections for each variety of birthday cards.

When this open display was put in use, it was soon apparent that the customers invariably preferred it to the albums. At the same time the open display could be used by several patrons at the same time. And as an advertising medium for cards, there was no comparison.

In a short time Mr. Cowperthwaite had two rows of home-made racks running nearly half the length of his store. And during a peak season his stock has consisted of 650 differently designed cards. People from many of the neighboring towns made this hardware store their card headquarters, even preferring this local offering to those of the large

stores in nearby Philadelphia.

The holding of this enviable card trade has demanded considerable work and foresight. There is the continuous search for new and up-to-date varieties. Seasonal trends demand fresh and elaborate displays. Thus with the approach of Easter, Easter cards must be given the best display location, and the stock on hand must include a wisely selected variety of modern and old-fashioned types of cards, to satisfy the tastes of young and old. Humorous verses and drawings must supplement the more serious; sentimental the strait-laced. Then there must be stamps, and pen and ink available for the last minute rushes.

A well known display of cards attracts an endless flow of patrons to a store. Which is one of the main reasons Mr. Cowperthwaite is so interested in maintaining his card stock. Not only is there a good profit in the card business itself, but it brings a steady stream of customers, many of whom would otherwise seldom enter a hardware store. And to get to the cards they must run the gauntlet of hardware displays - housewares, garden appurtenances, or whatever the season demands.

Thus it is no enigma that with the Cowperthwaite card display came a very gratifying increase in Cowperthwaite hardware sales.

#### Factory Selling

(Continued from page 64)

lights and all the rest? Every man who sails a little tub must have these things. But as far as my experience goes he has to jimmy the door and break into a retail hardware store to get in and get them.

#### A Profitable Field

The section of this issue of HARDWARE AGE is devoted largely to Factory Selling. Here is a field that in many cities the retail hardware dealer has just let slip through his fingers. The trouble,

in my judgment, is the retail hardware dealer has not taken the time and trouble to call on the factory buyer. When he has called the buyer has put him up against a few low prices from jobbers and retailers and the dealer instead of putting up a fight just lies down and takes the count of ten. As I have written before in this article the sympathies of the factories are almost entirely with the local retail dealer. He would be glad to give him the business, but naturally you cannot get the business

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#### YEARS AHEAD IN QUICK DRYING! IN EASY SPREADING!

Nothing yet developed in wood pastes compares in these impor-tant features with the amazing NEW IMPROVED

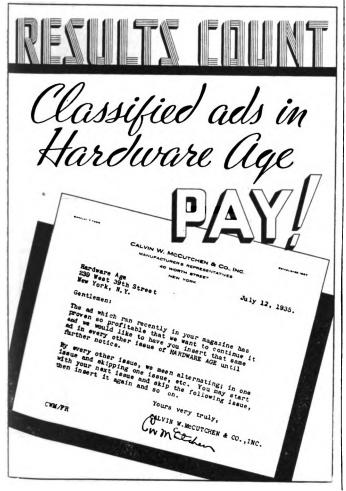
ner in its remarkable freedom from the pronounced shrinkage so common with ordinary woodpaste. Contains no nitrocellulose. Absolutely waterproof. Sands, planes — takes all finishes. 10e to 75c and larger. Steady repeats — order from your jobber NOW.



SHEFFIELD BRONZE POWDER & STENCIL CO., Inc.

3000 Woodhill Road, Cleveland, Ohio





#### TROWBRIDGE GRAFTING WAX



#### EMULSION MUNING AND GRAFTING COMPOUND HALTER E. CLARK & SON

#### Treekote Emulsion

The new and efficient tree wound dressing, pruning and grafting compound for all types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weather. Economical. 1 pt. to 5 gal. cans. Write for Prices.

Walter E. Clark & Son

Milford

Box E

Conn.

#### NEW IMPROVED FAUCET WASHERS

#### **EASY-TACH**

Just push in—no tools needed. Avoids broken and corroded screws.



Put up 6 Super-Quality Beveled Rubber Washers and 4 patented Washer Holders on a Display Card—to retail at 10c per Card.

Samples sent upon request

KEYSTONE BRASS & RUBBER CO., Philadelphia, Pa.

#### The Heavy Duty Wrench

The unbreakable ALL-STEEL Coes, the wrench men use on work that puts ordinary wrenches "Out of commission." Built with the "Strength of Gibraltar" for severest service outdoors or indoors. A good seller for heavy duty. 7 sizes: 6 to 21 ins., incl.

Ask your Jobber.

BEMIS & CALL CO. Springfield, Mass.



#### E

More Good Luck Jar Rubbers are sold than any other kind. Used by experts and home canners for 20 years. Highest quality jar rubber made. Nationally advermade. tised. Excellent profit. Big repeats. 10c a doz. Two gross (24 cartons) in full color display container.



GOOD LUCK Jar Rubbers With the BIG handy lip BOSTON WOVEN HOSE & RUBBER CO., Cambridge, Mass.

#### BURDEN

Horse & Mule Shoes

Hand puddled bar iron and iron rivets



BURDEN IRON COMPANY TROY, N. Y.



#### The Original "HORSESHOE MAGNET" **HAMMERS**

Steel Forgings, Permanent Magnets. The best magnet hammers on the market. Give long and satisfactory service. The Hammer holds the tack.

ARTHUR R. ROBERTSON Sole Manufacturer 596 Atlantic Ave., Boston, M



#### **GOOD SOLDER**

is easier to sell—it makes satisfied customers. Gardiner Acid-Core Solder is made of the best materials and is of uniform high quality. Packed in handy household packages and in 1 and 5-lb. spools.

And because of modern production methods Gardiner Solders actually costs less than even ordinary solders. Your jobber can supply—order it by name.



4821 So. Campbell Ave., Chicago, Ili.

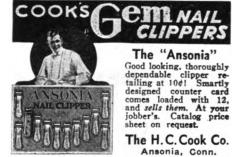
#### **KEY BLANKS**

OF ALL KINDS



Catalogue on Request GRAHAM MFG. CO.

Derby, Conn., U. S. A.



days-

before date of issue is the closing date for the classified advertising section.

if you do not get up and go out

The amount of factory buying in tools and other items in the hardware business is enormous. Of course, some of this business is so large that the average retail dealer cannot handle it.

But, on the other hand, in every local manufacturing establishment, in every other local business, there is constant use for hardware articles. These articles are frequently bought in very small quantities and there is no reason why the retail dealer cannot get the business if he will go after it.

For instance, when the writer was in the drug and chemical manufacturing business we used very large quantities of hardware, not only tools but machine supplies, leather belting, and all in all we bought so much hardware that we organized a regular supply department supplying the various departments of our factories with its needs and the workmen with their tools. In Perth Amboy, N. J., in the rebuilding of a factory there, our purchases for hardware alone were from \$10,000 to \$12,000 per annum. We gave this business to a local hardware store which gave us excellent service. This firm had a salesman in our factory every week and looked after our business in great shape. We might have saved some money by buying from manufacturers

direct, but we were so busy putting up the factory in a hurry and we needed the goods immediately on the spot, so we did very little factory buying.

Recently our office has had occasion to make a survey of hardware buying covering the whole United States. Many of the records upon which we have worked were obtained in Washington from the Department of Commerce or from the Census Bureau. When we studied this problem of factory buying we were surprised at the changes that have taken place in this country in the last 25 years. The retail trade has lost a very large part of this business and they have lost it, so it is reported, because they had not been as aggressive as manufacturers and jobbers in going after the business.

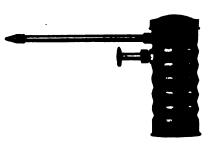
#### Outside Selling Job

The whole point of this article that I have been attempting to write in a simple ABC manner is that the retailer is entitled to a very large share of this class of business that is outside of regular retailing, but, of course, he will not get the business unless he goes out after it and is willing to fight for it. The business logically belongs to the retail trade and with energetic action, salesmanship and footwork a large part of this business can be regained by the retail trade.



#### Eagle No. 66 Handy Oiler

This Handy Oiler is said to sight like a revolver, discharge oil as the result of trigger action and reach the spot whether the distance is ¼ in. or 25 feet. Has an all brass shell, reinforced beaded body, seamless detachable brass spout, machined and ground brass plunger, no solder connections on pump mechanism. According to the manufacturer, flow of oil is controlled by mechanically operated brass plunger located in a position that enables the operator to use the index finger; plunger does not hide operator's view



in close places and does not rock spout at the tip end. Pump is not removed from can for filling. Attractive counter display offered. Eagle Mfg. Co., Wellsburg, W. Va.

LOOK FOR THE DISTINCTIVE **CROSS PACKAGE** 

red-white-black YOUR CUSTOMERS DO!

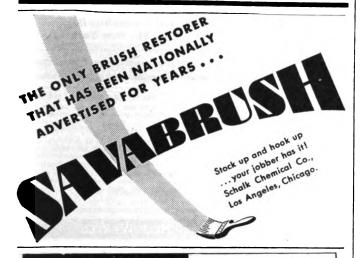
all

O. K.

if they're



W. W. CROSS & CO. INC., EAST JAFFREY, N. H



There is ALWAYS A MARKET for STEWART **PRODUCTS** 

IRON FENCES and entrance gates CHAIN LINK WIRE fences and gates SETTEES AND outdoor furniture IRON RAILINGS for stairs, porches, etc. Write for dealer

The STEWART IRON WORKS CO., Inc. 334 Stewart Block CINCINNATI, OHIO



proposition



ALWAYS NEEDED! A List of

#### WHOLESALE HARDWARE HOUSES Giving

Names and Addresses; Capitalizations; Lines Handled: Territories Covered: Number of Men Travelled: Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS CREDIT DEPARTMENT DIRECT MAIL WORK

IARDWARE AGE VERIFIED LIST 239 W. 39th ST., NEW YORK, N. Y.

#### R. MURPHY'S STAY SHARP PAPER HANGERS' KNIVES



In 1850—86 years ago -the finest of work knives.

In 1936—86 years later Still the finest of work knives-better than ever.

Sell R. Murphy's Work Knives. They are profitable. The only "comeback" is for more. Complete catalog prices on request

ROBERT MURPHY'S SONS CO. Ayer, Mass., Est. 1850

MADE IN 5 STYLES

No. 2 Bound Point 3%" blade No. 3 Round Point 3%" blade No. 2 Square Point 3%" blade No. 3 Square Point 3%" blade No. 1 Square Point 3"

OTHER GO
Shee Knives
Oyster Knives
Skiving Knives
Rubber Knives
Clam Knives
Mackerel Knives
Clgar Knives
Praning Knives
Oileloth Knives

OTHER GOOD SELLERS OD SELLERS
Plaster Knives
Kitchen Knives
Steneil Knives
Manual Training
Knives
Roofing Knives
Shirt Cutters'
Blades and
Handles



ACCO

#### NEW Silent Salesman for STOVINK

Will greatly increase your sales of this thoroughly established necessity. Stovink-blacking for hot stovesguaranteed not to burn offis in steady demand everywhere.

All shipments of one-ounce size now being made in new display carton containing twelve bottles.

JOHNSON'S LABORATORY, Inc. Manufacturing Chemists WORCESTER, MASS.



Made by the World's Largest Manufacturer of Welded and Weldless Chain. American Chain Company, Inc.

Bridgeport, Conn. World's Largest Manufacturer of Welded and Weldless Chain

BUSINESS FOR YOUR SAFETY



THE occasional user cannot find a better torch for his purposes than this model which has a full length burner. Although it has all the sturdy, well-built features of C & L manufacture, it is priced to reach the widest market. C & L 600A and C & L 158A are other torches in our popular-priced line.

Write for descriptive folder to the

#### **CLAYTON &** LAMBERT "56"

Detroit, Michigan

Makers of World's Largest Selling Firepots

Check with Order

#### CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

#### CLASSIFIED ADVERTISING RATES

#### **Positions Wanted Advertisements** at special rate of one cent a word, minimum 50 cents per insertion.

All Other Classifications

Allow Seven Words for Keyed Address. Bexed Display Rates

Discounts for Consecutive Insertions 4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts do nut apply on Positions Wanted Advertise-

REMITTANCE MUST ACCOMPANY ORDER Send check or money order, not currency.

. . HARDWARE AGE is published every other Thursday. Classified forms close 13 days previous to date of publication.

#### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

Address your correspondence and replies to

#### HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City

#### Business Opportunities

#### TAPS **DRILLS** DIES

Tap Wrenches, Die Stocks, Bridge Reamers, Large stock Special and Regular sizes, worthy of attention of quantity buyers. Best Amer-ican makes; very low prices.

HENRY K. FORT COMPANY 2227 N. American St., Phila., Pa. 

I WANT TO BUY A retail hardware store in New England. Prefer a community of 15,000 to 50,000 population. Your letter containing full details will be held in strict confidence. Address Box E-2, care of HARDWARE AGE, 140 Federal St.,

FOR SALE-OLD-ESTABLISHED WHOLE-SALE hardware firm in the East doing a volume business. A bargain to a quick buyer. Going into the manufacturing line. Address Box B-963, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

FOR SALE—HARDWARE BUSINESS AND building. Business established over fifty years, located in one of the best sections of Pittsburgh, Pa. Clean stock. Building is a three-story brick with a two-story frame in rear. Not interested in brokers or special sales. Address Box B-959, care of HARDWARE AGE, 239 W. 39th St., N. Y. Citv.

STORE FOR SALE-A GOING hardware, STORE FOR SALE—A GOING hardware, housefurnishings and paint store located in a thriving suburban community near New York City can be purchased at a sacrifice price. The clean and well-balanced stock together with the store's modern display fixtures will inventory about \$5,500, but can be bought for \$3,500 cash. Address Box B-962, care of HARDWARE AGE, 239 W. 39th St. N. Y. City.

#### SALES REPRESENTATIVES WANTED

WANTED—SALESMAN WHO CALLS ON trade regularly to sell salesbooks, register forms, sealing tape. State territory covered. Address—Syracuse Salesbook Company, Dept. H, Syracuse, Naw Vorb

WANTED: SALESMEN CALLING ONLY ON retailers of hardware and plumbing supplies. Commission basis. Exceptionally good side line. Old established reliable firm. Give particulars. Address Box B-967, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### Sales Representatives Wanted

Manufacturers' representatives calling on hardware, janitor and mill supply trade to handle Skat Metal Polish as a side line on strictly commission basis. Remarkable repeat business. Please furnish references, experience and territory covered.

THE SKAT COMPANY, Hartford, Conn.

\_\_\_\_\_\_

#### Sales Representatives Wanted

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis,

WE WANT SALESMEN CALLING ON garages, filling stations and hardware stores to sell our line of fast selling, nationally known merchandise. Small initial investment required which is guaranteed. Tell us lines carried and territory covered in first letter. Write us today. Address Central Sales Company, Box 538, Hastings Nebraska Address Central tings, Nebraska.

A LARGE AND WELL-KNOWN COM-PANY, manufacturing a varied line of hardware, are in the field for commission salesmen, who in turn must have well-established lines and fields of activity either among jobbers and large con-sumers, or separately. In reply give full details of territory regularly covered, and firms repre-sented. Address Box B-970, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURERS' REPRESENTATIVES CALLING ON THE BUILDERS' HARDWARE TRADE TO HANDLE A FIRST OUALITY LINE OF BUILDERS' HARDWARE. LIBERAL COMMISSION WITH FULL REPEAT IN RESTRICTED TERRITORY. GIVE FULL OUALIFICATIONS. ADDRESS BOX B-957, CARE OF HARDWARE AGE, 239 W. 39TH STREET, NEW YORK CITY.

SALESMEN WANTED TO SELL AS a side SALESMEN WANTED TO SELL AS a side line on a commission basis a line of electric light bulbs manufactured under General Electric Company's patents. Several territories open. Must have following with wholesale trade only. Applicants must state territory wanted, also lines now carried. All replies will be strictly confidential. Address Economic Lamp Company, Malden, Mass.

ALESMEN—TO REPRESENT OLD WELL-SALESMEN—TO REPRESENT OLD WELL-FSTABLISHED concern in following States: Pennsylvania, Ohio, Michigan, Alabama, Georgia, Florida, Iowa, North Dakota, South Dakota, Mon-tana, Idaho, Nevada. Splendid opportunity for live wires to sell high-grade line of saws to hardware iobbers and to retail hardware stores through hardware jobbers. State references, lines now carried, class of trade covered and how often. Address Box B-952, care of HARDWARE AGE, 239 W, 39th St., N. Y. City.

#### Sales Representatives Wanted

To sell leather half soles and rubber heels to lobbers in New England, Ohio, Indiana and Southwest. Straight commission on all orders received from territory. Line established in 1920. Hagerstown, Maryland

#### SALES REPRESENTATIVES WANTED

SALESMEN—TO REPRESENT OLD WELL-ESTABLISHED concern calling on mill supply distributors; also on saw mills and large industrial consumers in the following States: Ohio Pennsylvania, New York, Alabama, Georgia, Florida. Mississippi, Louisiana, North Dakota, South Dakota, Montana, Idaho, Nevada. Splendid opportunity for live wires to sell high-grade line of saws through mill supply distributors. State references, lines now carried, class of trade covered and how often. Address Box B-953, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### HELP WANTED

NATIONALLY KNOWN MANUFACTURER
18 LOOKING FOR AN
EXPERIENCED HARDWARE MAN
Age 30 to 40 years, to take charge of their New
York Office. Office has been established twelve
years. Applicant must be acquainted with jobbing
trade in Metropolitan District, Philadelphia. Baltimore. Washington and Virginia. Salary and
bonus.

honus.
Address Bex B-947, sere of HARDWARE AGE,
239 W. 39th St., New York City

HARDWARE SALESMEN—WE HAVE SEV-ERAL openings at the present time for hardware salesmen with followings among the industrial plants in the metropolitan district of New York City. These positions pay \$25 a week with com-mission plus car expenses. Address Associated Placement Bureau, 152 W. 42nd St., N. Y. City.

SALESMAN WITH FOLLOWING IN RETAIL hardware trade to sell full line of electrical supplies, plumbing supplies and hardware specialties. Position open with a progressive Jersey jobber. Prefer man familiar with Southern Jersey trade. Liberal commission. Write details and references. Address Box B-969. care of Hardware Age, 239 W. 39th St., N. Y. City.

#### Builders' Hardware Salesman Wanted

Boston territory — must have contact with buyers and be able to show clean record. Man over 40 preferred. Tell all about yourself first letter.

Address Box B-984 care of HARDWARE AGE,
39 W. 39th St., New York City.

#### SALES ACCOUNTS WANTED

MANUFACTURER'S REPRESENTATIVE WITH HEADQUARTERS IN Detroit, Michigan, desires volume and other lines for Michigan, Would consider Northern Ohio covering the hardware jobbers and large retailers, department and electrical stores and lumber dealers. Would consider Detroit as a distributing point. Address Box B-955, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.



#### SALES ACCOUNTS WANTED

MANUFACTURING RIGHTS WANTED BY CANADIAN FACTORY. A large Canadian factory with 25 years' excellent manufacturing and selling record to the farm and hardware trade, can handle additional lines. Royalty or other basis. This is an opportunity for United States firm to find a profitable Canadian market without the expense of setting up plant. All communications held strictly confidential. Address Box B-951, care of HARDWARE AGE, 239 W. 39th St., New York City.

WOULD LIKE TO SECURE SEVERAL ESTABLISHED OR UNESTABLISHED LINES OR SPECIALTIES SELLING TO JOBBERS OR DEALERS OF HARDWARE, HOUSEWARE, DRUG, DEPARTMENT AND CHAIN STORES. WE HAVE AT OUR DISPOSAL A NUMBER OF HIGHLY EXPERIENCED AND SUCCESSFUL SALESMEN WITH WIDE FOLLOWING, NEW YORK AND EASTERN STATES. ADDRESS BOX B-968, CARE OF HARDWARE AGE, 239 W. 39TH ST., N. Y. CITY.

#### POSITIONS WANTED

#### Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

NO CHARGE TO EMPLOYERS FOR THIS SERVICE

If we can be of any help to you, just phone ASSOCIATED PLACEMENT BUREAU

152 West 42nd Street New York City WIS. 7-1802, 1803

YOUNG MAN EXPERIENCED HARD-WARE AND sporting goods clerk and book-keeper. Can type and operate mimeograph. Good health. Good reference and will go anywhere. Address Box B-954, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

YOUNG MAN LIVING IN New York City with 11 years' retail experience in one establishment selling hardware, housefurnishings, paints, and electrical merchandise, desires connection with substantial retail concern, wholesaler or manufacturer. Electrical repairing and locksmith experience. Best of references. Address Box B-936, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

SALESMAN WITH ESTABLISHED FOL-LOWING IN Western New York would like to connect with a manufacturer of a fast selling product to the hardware, novelty, drug and de-partment store trades. Experienced in developing market with new items. Address Box B-958, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

ACCOUNTANT - BOOKKEEPER, OFFICE MANAGER, EXECUTIVE, 13 years' thorough experience, credits, collections, systematizer, complete office control, accustomed responsibilities; 9 years in hardware, plumbing, and real estate supplies. Good personality and references. Address Box B-942, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

THE UNDERSIGNED OFFERS HIS SER-VICE to a manufacturer who is seeking a re-liable and experienced salesman to cover the Southern States, calling on the jobbing trade. Fifteen years' highly successful experience in the South calling on hardware jobbers. Address Box B-913, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN, THIRTY-FIVE YEARS OLD with twelve years' successful selling experience would like to connect with a reputable manufacturer. Sold the drug and hardware jobbing trade in the South, Middle West and New England. At present employed but will be available February 15th. Address Box B-956, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE BUYER: WHOLESALE, EIGHTEEN YEARS' purchasing experience. Capable, reliable and competent. Making change. Twenty years' wholesale experience with two jobbers. Excellent record and references. Know the jobbing business from A to Z. Correspondence invited. Address Box B-966, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

EXPERIENCED SALESMAN, AGE 40, WANTS job selling merchants or manufacturers in the Tennessee Valley Territory. Prefer hardware or automotive line for jobber or manufacturer. Can arrange to warehouse stock here if desirable. Commission or salary basis. Address P. O. Box 279, Florence, Ala.

#### SALES MANAGER WITH TEN YEARS' CONTACT

with ten years' contact with hardware, mill supply and industrial fields, national and foreign, is ready to undertake a sales building job. Wide personal acquaintance among the larger buyers in these fields. Thoroughly experienced in sales direct to user as well as through jobber and dealer outlets. Also operation of branch sales offices and warehouses. American, with mature judgment and young enough to use it aggressively. Married. Speak several languages. Traveled extensively in field work and will locate anywhere. Willing to base compensation upon results accomplished.

Address Box B-955. sere of HARDWARE AGE.

Address Box B-935, care of HARDWARE AGE, 239 W. 39th St., N. Y. City

\_\_\_\_

ADVERTISING—SALES PROMOTION: 16 YEARS preparing manufacturers' advertising and sales plans—worked with dealers and specialty salesmen—familiar with electrical merchandising, air-conditioning, and new building and modernization—will bring broad and intensive experience to company requiring advertising or sales manager. Address Box B-965, care of HARDWARE AGE, 239 W. 39 St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box B-961, care of Hardware Age, 239 W. 39th St., N. Y. C.

DISPLAY MAN, AD MAN, SIGN WRITER, 12 years' experience, 36 years old, married. Best references. Can build and install good selling windows, write forceful ads, make all kinds of signs, backgrounds, etc. Winner of many national display and advertising contests. Experienced in hardware, auto accessories, household, electrical appliances, toys, sporting goods, kodaks, cutlery, paints, etc. Capable of managing all sales promotion. Address Box B-960, care of Hardware Age, 239 W. 39th St., N. Y. City.

#### Some Items of Interest

#### Did you know that -

Nine out of ten (92%) of the advertisers using the national hardware papers during 1935 used Hardware Age!

Seven out of Ten (69%) of those who used Hardware Age during 1935 **used Hardware Age ONLY**.

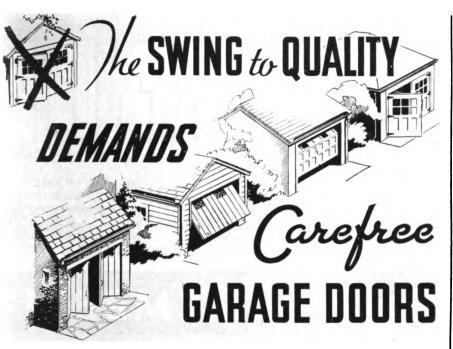
This great advertiser preference for and confidence in Hardware Age has been built up year by year as more and more manufacturers experienced its effectiveness as an instrument for cultivating the great hardware market.

Advertisers, experienced in marketing through the hardware trade, know that it Pays to Concentrate in Hardware Age.

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One of the most important door hardware jobs in a home—one of the quickest places to prove the folly of "cheap" hardware—GARAGE DOORS!

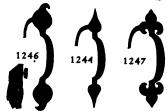
Those who were fooled on cheap garage door hardware aren't the only ones who will listen now, when you talk "STANLEY". Anyone who has seen poorly hung, sagging garage doors is a prospect for Stanley equipment. They want appearance and service today—smooth, quiet operation. They want Carefree garage doors—and you make your fair profit every time you sell them!

#### CHAIN AND FOOT BOLTS



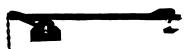
For garages, residences, and industrial buildings.

#### MORTISE THUMB LATCHES



Attractive colonial designs.

GARAGE DOOR HOLDERS No. 1793

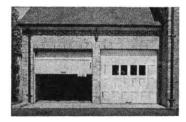


Special friction device cushions the door against shock when door is thrown open.



FOLDING SLIDING GARAGE DOOR HARDWARE—"UNDER-SOFFIT" TYPE No. SX2613

Weather proof track is fastened directly to under side of soffit or header. No head room is required. Doors can be hung to swing either out or in.



"ROLL-UP" DOORS No. 2711

The finest garage door equipment. Heavy coiled springs do the work. Doors need merely to be started and then float into fully open position.



"SWING-UP" DOORS No. 2730

Applied to old or new doors. Heavy coil springs raise the doors into the full open position. Heavy metal side strips make the door weather-proof.



HINGED DOOR GARAGE HARDWARE SET No. 1780 1/2

Three pairs heavy ball bearing colonial hinges, 32 inches in length. "Kee-Bolt" affords quick and secure means of latching and locking both doors. Friction type door holders prevent strain on the doors and jambs.

### STANLEY Is Helping You Sell Carefree Service

To two million people—to architects, contractors and prospective home builders—Stanley is telling the advantages of "Carefree Doors". No one who influences the purchase of hardware for the home is being neglected.



BOOKLET Shows Items

#### In Your Own Stock

The 32 page booklet, "Carefree Doors" will be read by thousands of people contemplating building or modernizing. It will help to convince them of the economy of quality—help you to make profitable sales. Send for your supply of these booklets now, so you can benefit directly by all the 1936 Stanley advertising.

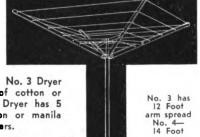
THE STANLEY WORKS New Britain, Conn.



FOR Carefree DOORS SELL STANLEY HARDWARE

#### **HYGRADE STEEL POST DRYERS**

Attractive - all wooden parts waterproofed. Removable top. Long arms painted yellowsupport arms red. All metal parts galvanized. Easily removed from box (which is includ-



ed), when not in use. No. 3 Dryer has 4 lines, 110 ft. of cotton or manila rope. No. 4 Dryer has 5 lines, 150 ft. of cotton or manila rope. Both good sellers.

THE MOULTON LADDER MFG. CO. Somerville

New York Distributor: H. Kornahrens, Inc.



To completely satisfy your customers, ask your jobber for COLUMBIAN Tape-Marked. You can tell it by the Tape-Marker in all sizes and the red, white and blue surface markers in  $\frac{3}{4}$  inch diameter and larger.

Columbian Rope Company, Auburn, "The Cordage City", N. Y.



mean more profit from your brush counter. Ask your jobber.

THE OSBORH MANUFACTURING COMPANY

5401 Hamilton Avenue

Cleveland, Ohio

Sales Offices: New York-Detroit-Chicago-San Francisco



#### REMEMBER!

 IRWIN SELLS THROUGH WHOLESALE DISTRIBUTORS ONLY!

THE IRWIN AUGER BIT CO.



#### **Money Makers!**

STAR Heel Plates are sure Money Makers because they're sure sellers. Their downright good quality makes customers REPEAT every time. Time to order. 9 sizes to fit smallest to largest shoes. Send for SAMPLES—be convinced.

Sold by Leading Jobbers.

STAR HEEL PLATE CO. N. J.

Newark

#### Genuine DOMES of SILENC SLIDE SILENTLY-SOFTLY-SMOOTHLY



BATH ROOMS, RESTAURANTS, ETC. LARGE SIZE FOR METAL & WOOD BEDS LARGE CHAIRS & ALL FURNITURE..

Ask your Jobber-

If he is not supplied, write to

DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.

#### THIS NEW ALL-METAL REVOLVING DISPLAY CABINET



A display of Moore Push-Pins, glass and aluminum heads, and pushless hangers, will ring up many an extra dime on your cash register.

A new revolving display cabinet is given free with an order for 72 assorted window front packets. Start today to increase your profits . . . order from your jobber.

MOORE PUSH-PIN CO.

113-125 Berkley St., Phila.



- New Beauty... New Convenience
- Heat-Proof Bakelite Trimmings
- Extra-Hard, Thick Aluminum
- Sanitary Square Edges
- Quick-Heat, Satin-Finish Bottoms

ALUMINUM GOODS The Popular MANITOWOC . WISCONSIN DEALER SELLS FOR \$19.08 PRICE TO DEALER (SPECIAL) 12.40 6.68DEALER MARGIN 35% ON SELLING PRICE PRICES SLIGHTLY HIGHER SOUTH AND WEST Attractive Window Banners and 12 FREE Viko

Cook Books packed with each package.

BUY FROM YOUR JOBBER

AT. OFFICE BALL BEARING (PATENT PENDING) Made for Made by Fishermen Who Fishermen Who Know Know OF FISHING TACKLE

Shapleigh National Series No. 2002

HARDWARE AGE

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**FEBRUARY 13, 1936** 

FLB 1 2 1938

## ARDWARE AUGENERY Other Thursday

## THE FIRST AND ONLY FARM AND GARDEN TOOLS WITH EYE APPEAL AND LONGER LIFE!

Will YOU be the FIRST DEALER to show this line to YOUR CUSTOMERS?

If you have not yet received full details from your jobber, write us at once!

#### VISIBLY SUPERIOR

in polish, finish and packaging

— plus Gold Metal Labels
and uniformly "All-White"

Handles. This eye appeal,
now added to quality,
sells tools.

#### RENEWABLE

for longer life. The number of the Right Repair Handle, which is guaranteed to give the repaired tool the same "hang" and "feel" as the original tool, is permanently stamped in every tool.

#### THE UNION FORK & HOE COMPANY

Makers of Quality Steel Goods for Over 35 Years — COLUMBUS, OHIO — JACKSON, MISS. — FRANKFORT, N. Y. Representatives: H. J. McCarty, 253 Broadway, N. Y. City; John T. Rowntree, Inc., Los Angeles; Henry Keidel & Co., Baltimore



## TOOLS OF THE MONTH for MARCH

• Three leaders in popularity. Genuine True Temper Quality—fitted, finished and tempered with craftsman's care—to insure users the utmost satisfaction and larger profit for you.

Feature these tools for March with the wide variety of store display helps we furnish free.

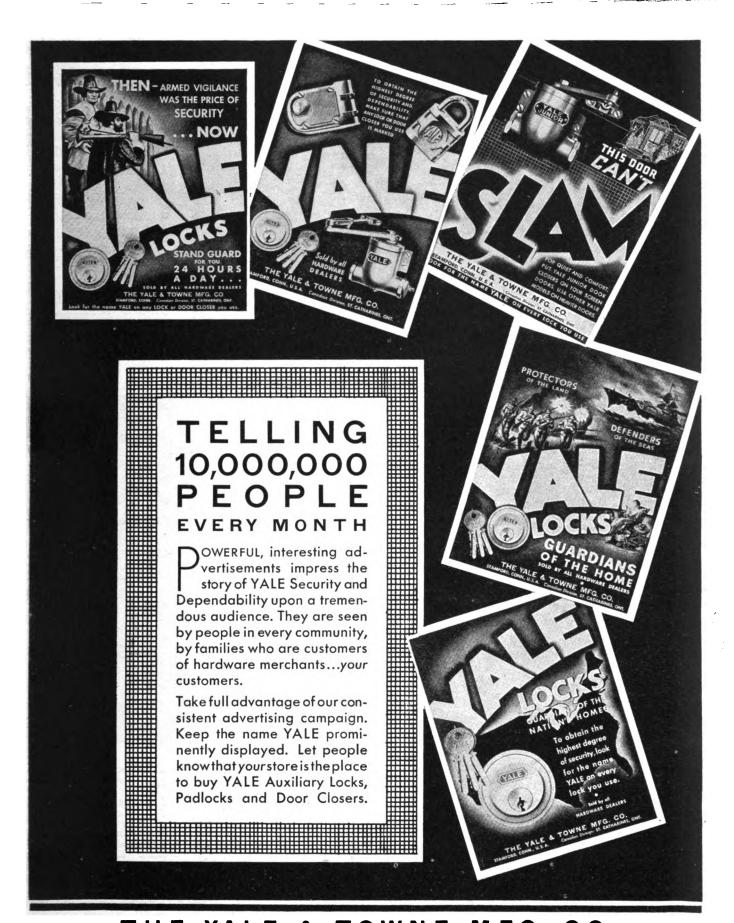
Write for them today. If your jobber cannot fill orders for these tools, write us and we will send name of nearest distributor.

#### THE AMERICAN FORK & HOE COMPANY

Makers of Essential Tools
CLEVELAND · OHIO

\*Prices slightly higher west of Denver.

TRUE TEMPER TOOLS



THE YALE & TOWNE MFG. CO. STAMFORD, CONN., U.S.A.

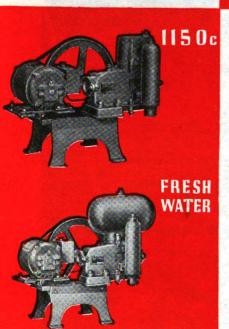
## The LOWEST PRICED UMPING UNITS lealers can buy



#### Red Jacket shallow well water systems

1148 Series-240 Gal. Per Hour.

This Pump is adaptable to all size tanks and very practical and economical where only a small amount of water is required. Extra large bearing surface, bronze bearings. less steel piston rod, plunger easily removed.



#### EFFICIENCY AND DEPENDABILITY

of operation is the attained goal in all Red Jacket Pumps and Water Systems.

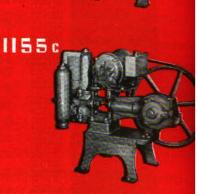
Precision workmanship, unsurpassed quality of materials and world-wide prestige of over 50 years' experience as a pump manufacturer, make Red Jacket Pumps easy to sell.

Jobbers and Dealers everywhere recognize these Selling Advantages.

> Make 1936 your largest Water System Year. Inquire today about Red Jacket large dealer discounts.







1150 Series - 250 Gal. Per Hour.

Special "Water Lubricated" bearings. Very economical and trouble-free operation. Furnished with 8, 20 or 42 gal. tanks.

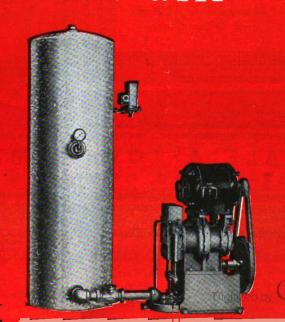
These models, as well as larger models, are equipped with gas engines.

FRESH WATER SYSTEMS, 1150 F.W.-Ideal for use at summer camps and cottages where large storage capacities are not required.

DEEP WELL - Dorward Red Jacket Deep Well Water Systems are outstanding with "more power per inch of stroke," making them the most economical pump on the market. Capacities up to 10,000 gallons per hour.

Str.





1153 Series — 350 Gal. Pe Hour.

1155 Series — 500 Gal. Pe Hour.

Bronze main bearings lubricate by splash system. Heavy stee shaft. Extra long bronze cross head. Stainless steel piston ro and hardened steel wrist pin.

Sturdy, compact units, that giv unfailing service, and, like all Re Jacket products, are fully guar

New 1936 Catalogs—FREI

Just off the press. One fo Water Systems — another for Hand Pumps.

Write Today for your copies.

Red Jacket Manufacturing Company Davenport, Iowa



#### PRODUCT IS KNOWN by the COMPANY IT KEEPS

Progressive companies in many fields are now wrapping and sealing their products in Cellophane, but in each field there has been one pioneer to lead the way. Panther and Dragon were the first commercial tapes to adopt this protective sheathing, a step in keeping with their policy of leadership—a leadership extending from the superior qualities of the tape itself to the Modern way of packaging and merchandising it. A product is known by the company it keeps, and hardware dealers everywhere know that it pays to stock a leader.

#### HAZARD INSULATED WIRE WORKS

Division of

#### THE OKONITE COMPANY

Factories:

Wilkes-Barre, Pa.

Passaic, N. J.

THE SATURDAY EVENING POST

March 28, 1936

# Front Page. News!

Styled for the young ideas of a new age, the beautiful new Florence Table Top and Console Oil Ranges open the way to a truly modern kitchen. Built to serve faithfully for years to come, they embody the refinements of 64 years' experience.

Better looking, in gleaming porcelain enamel, with fully rounded corners and edges—easily kept spotless.

Better cooking, with five powerful wickless kerosene burners that focus the heat directly on the cooking. They bring you the convenience of gas, economy of oil. Better baking and roasting, too, in the extra large oven, fully insulated with rock wool; porcelain lined; with Fingertip Heat Control, dependable thermometer. Easily regulated for any cooking need: quick and hot or mild and gentle.

Reliable Florence Dealers everywhere are showing these beautiful new oil ranges: Table Top models with paneled front, Console models with closed or open front—finished in gleaming porcelain enamel. See these and other models for every need and purse. Ask about the Florence Budget Plan. Send today for the big booklet that illustrates the great line of Florence Oil Ranges. It contains new and practical recipes, and interesting full-color suggestions on kitchen decoration. The coupon brings it to you—free.

### THE MOST BEAUTIFUL OIL RANGES EVER OFFERED THE AMERICAN HOME



At the right is shown the new Florence Table Top Oil Range in full porcelain enamel, white orivory. The new Console model, shown above, is porcelain finished in white, buff and ivory, or green and ivory. Each type has handles of black bakelite, chromium trimmed.



Florence Oil Ranges

Florence Stove Co., Dept. Gardner, Mass.	
Please send free booklet	to
Name	***************************************
Address	
Also send folders on [] Gas Ranges [] (	Sasoline Ranges
G	

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#### STORE DISPLAY

You can get more oil range and gas range business with a STORE DISPLAY like this. The big Florence line offers models for every need and purse—sales to every stove prospect!

#### WINDOW

You can sell 'em on the sidewalk with a Florence Window. The photo below shows some of the new free window trim that will be given Florence Dealers. Put in Florence Table Top and Console Oil Ranges and tie up your windows with Florence National Advertising.



## Better Looking The most occutiful models ever offered the Institute of the Market and Thomas occutiful models ever offered the Institute of the Market and Thomas occutiful models ever offered the Institute of the Market and Thomas occutiful models ever offered the Institute of the Market and Thomas occutiful models ever of the Market and Thomas occuti

## Puts FLORENCE Oil Ranges OUT FRONT

National advertising has made FLORENCE a household name—and is making Florence Sales a source of dependable business for dealers everywhere.

The advertisement reproduced on the opposite page will make the New Florence Oil Ranges front page news to nearly three million families. And this ad is not alone. It is only part of the huge Florence national advertising campaign of forty-three million messages, directed into the best oil stove markets, designed to show the beautiful new Florence Table Top and Console Oil Ranges to millions of old customers and new prospects who are about ready to buy!

Get your share of this *ready* market by putting in a Florence Window. Use the big blow-up poster that reproduces THE SATURDAY EVENING POST page. Use

the cut-out figures, the open book display, the twenty-foot roll of colorful crepe . . . .

Back up your windows with a Florence Stove Department in the store—"a model for every need and purse." Lead off with the beautiful new Table Top and Console Oil Ranges—the "front page news" to oil stove users everywhere. Select the rest of the line to meet the needs of your trade: Wickless and Wicktype Oil Ranges and Stoves, including the handsome new Cabinet model; Gasoline Pressure Ranges; and a splendid line of Florence Gas Ranges.

Send for a copy of the big portfolio—"FLORENCE in 1936." It tells about the *complete* campaign, which includes a big direct mail piece for your use. And ask about the Florence Budget Plan.

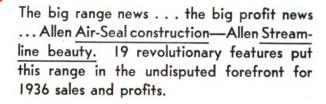
#### FLORENCE STOVE COMPANY

General Offices and Plant, Gardner, Mass.; Western Offices and Plant, Kankakee, Ill.; Sales Offices: Merchandise Mart, Chicago; New York, Boston, Atlanta, Dallas, Detroit and San Francisco.



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# swings to







#### **ALLEN JOBBERS**

BOSTON, MASS. Prescott & Company CLEVELAND, OHIO
The Geo. Werthington Co. DES MOINES, IOWA n-Camp Hardware Co. EVANSVILLE, INDIANA Small & Scholesky Co. MILWAUKEE, WISCONSIN John Pritziaf Hdws. Co.

MINNEAPOLIS, MINN. Hall Hardware Co. PLATTSBURG, N. Y. A. H. Marshall Co., Inc. ST. JOSEPH, MISSOURI Wyeth Hdwe. & Mig. Co. SAN FRANCISCO, CAL. A. D. Wunder Co. SPOKANE, WASHINGTON Jonsen-Byrd Company

#### ALLEN AIR-SEAL Streamline RANGE

Thrillingly new . . . sensationally different! The only range in the world with the new patented Air-Seal body that seals the heat in the oven . . . sets new standards of heating speed . . . new fuel economy . . . protects and preserves the fine two-tone porcelain finish.

The Allen Air-Seal starts buying action. Its sparkling beauty and exclusive, appealing features close sales on the spot. It will make 1936 BUYERS out of thousands of 1937 prospects.

#### A Sales Plan That Will SELL Them!

Get the start on competition. Write today for full details of this new wonder range and the merchandising plan that will put them in the homes of your customers.

## Awarded to Rubberset!



#### The exclusive contracts for the brushes to paint the new giant San Francisco-Oakland Bay Bridge!

**ONLY A** 

**BRUSH THAT** 

Once again Rubberset's quality stands out! Once again the industry's leader shows the way!

California's huge San Francisco-Oakland Bay Bridge will be painted in 1936 with Rubberset Brushes - and only Rubberset Brushes! One hundred and fifty dozen Rubberset No. 35 leather IS TRADE MARKED bound stucco brushes will spread the paint RUBBERSET on every cable and tower, every stanchion and support on this world-famous span.

We are very pleased with this order. Naturally. But the real satisfaction comes with this further proof that Rubberset stands

alone. It is further testimony that these brushes, made with the finest of imported bristles, permanently and positively set in hard rubber by the often-imitated-

> but-never-duplicated Rubberset Process—once again are recognized as the finest paint brushes that money can buy.

> REMEMBER THIS: WHATEVER THE JOB, HOWEVER BIG OR HOWEVER DELICATE, THERE'S A LONG-LIFE RUBBERSET BRUSH THAT YOU CAN DEPEND ON TO DO IT FOR YOU!

#### RUBBERSET COMPANY

BRUSH

PAINT BRUSH DIVISION - 56 FERRY STREET, NEWARK, N. J.

ESTABLISHED 1873

BRISTOL - MYERS UNDER THE OWNERSHIP

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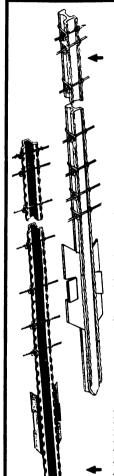
#### UNITED STATES STEEL





#### GENUINE AMERICAN FENCE

#### Medium Hard Wire . . . Tough and Sturdy



#### AMERICAN BANNER STEEL FENCE POSTS

Self-Anchoring . . .
One Man Does the Job

Built like a railroad railmade of tough new steel to provide a lifetime of service. Large slit wing anchor roots the post into the ground as it is driven. No holes to dig -no tamping. Anchors solid as a rock in any soil. Closely-spaced wire notches permit wire to be fastened to post exactly where it crosses post. Seven clamps furnished free with each post. Furnished in 5, 6, 7, 7½ and 8ft. lengths—either painted orange or galvanized. Painted posts finished with heavy coat of special steel paint baked on under high temperature.

### IDEAL U FENCE POSTS A Good Seller Everywhere

Extra strong and durable. Made of new special steel. Patented anchor plate grips the soil—assures rigid and tight fence line. No holes to dig. One man does the job complete. Painted green; furnished in same lengths as Orange Banner.

AMERICAN STEEL & WIRE COMPANY
208 South La Salle Street, Chicago, Illinois

TENNESSEE COAL, IRON AND R. R. COMPANY
Birmingham, Alabama

COLUMBIA STEEL COMPANY
San Francisco, California



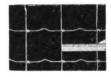
It's not by accident that there is more genuine American fence in use today than any other brand. Farmers know that American has got what it takes to stand the gaff. Every fence feature your farm trade wants. Made of the best materials by wire fence experts who've been making good fence for over 40 years. Every style, size, and gauge. Every roll guaranteed full weight, full gauge and full length. You can't handle a better, more profitable fence than American!



American zinc coating, smooth and even, resists attacks of weather.



Ordinary zinc coating rough, peels easily, exposing wire to damage of weather.



American stay wires guaranteed to be either 6 or 12 inches apart. Every roll strictly full length.



American Weather curves take care of expansion and contraction—keep fence taut and trim.

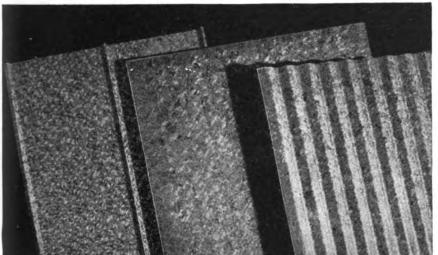
AMERICAN FENCE AND POSTS

#### UNITED STATES STEEL

SAVE TIME AND MONEY-ORDER IN MIXED CAR LOTS



#### . . . and as for STEEL SHEETS



There Are None
Better, None
More Profitable
to Handle,
Than These

• Steel sheets may look alike. But all steel sheets don't wear alike. You're sure you are giving your customers the best in sheet metal roofing and siding when you handle American, Tennessee, or Columbia sheets. These sheets are full gauge, with the full weight value that insures long life. All types—rust-resisting copper bearing, galvanized, black . . . plain, corrugated, or V-crimped. Write for prices and complete information.

American Sheet and Tin Plate Co., Pittsburgh, Pa. Tennessee Coal, Iron and R. R. Co., Birmingham, Ala. Columbia Steel Company, San Francisco, California

There are none better than these brands



AMERICAN · TENNESSEE · COLUMBIA



### For home building and modernizing from coast to coast

McKinney Forged Iron ties-in with the present program of bringing personality and charm to interiors and exteriors. EIGHT popular designs provide handsomely for outfitting every room of the house — inside and out — from garage to mail box . . . and the prices are considerably lower.

With increased building activity on every side, Forged Iron is coming into its ownthe market is ripe for picking NOW- McKINNEY'S EIGHT PATTERNS will step-up your profits! All you need do isput Forged Iron by McKinney in the limelight. Look over your samples today and if they need reconditioning, replacing—or if you require additional samples to complete the line—write us immediately.

#### Mckinney manufacturing company

Main Offices and Factory—PITTSBURGH

District Offices

NEW YORK CHICAGO SAN FRANCISCO



#### BEDFORD DESIGN

A New McKinney Pattern — simple modern -- effective.



#### CURLEY LOCK **DESIGN**

Simple beauty that befits colonial Architecture.



#### TULIP DESIGN

Charming and terior and exteri-



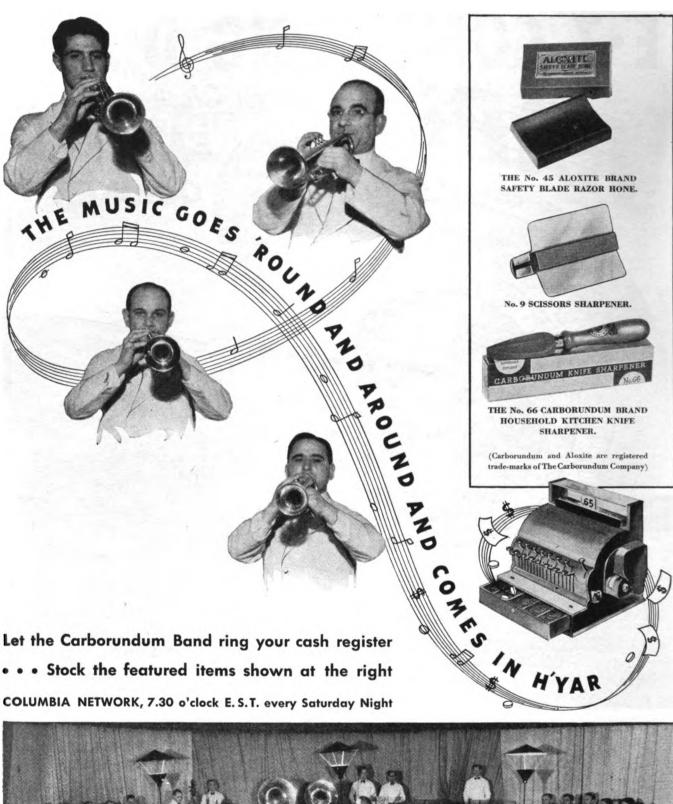
#### **ALHAMBRA** DESIGN

The leader of the distinguished Mc-Kinney Forged Iron Group.



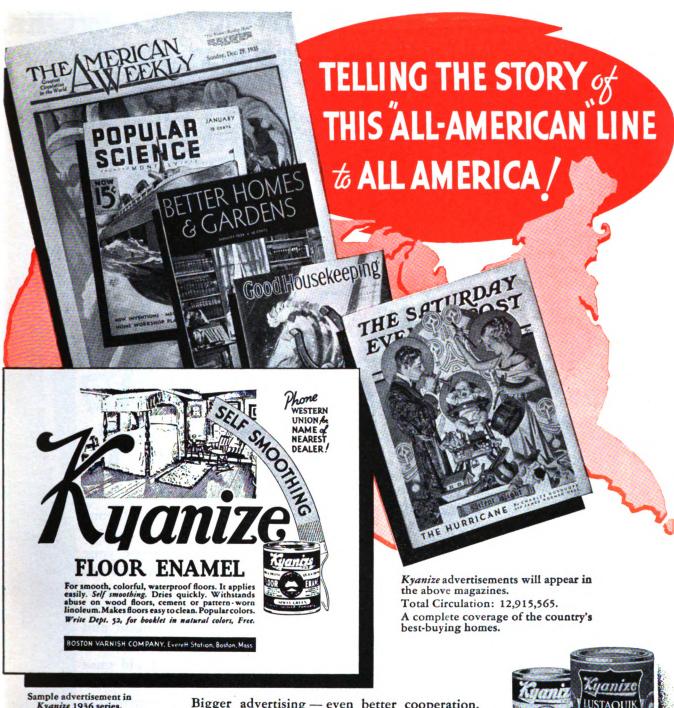






· Stock the featured items shown at the right COLUMBIA NETWORK, 7.30 o'clock E. S.T. every Saturday Night





Bigger advertising—even better cooperation. New products. New sales plans.
You know the story of Kyanize success. This year promises even greater progress. So get in line.. if there's no Kyanize agent near you.. and be ready when the Kyanize campaign commences. The coupon below brings you the whole story without any obligation. Fill in and mail it today.

SELF SMOOTHING SWIFT SELLING
PAINTS VARNISHES ENAMELS

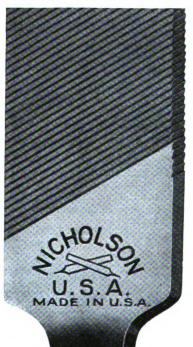


SEN	D FOR DEALER AGENCY PROPOSITION
B	OSTON VARNISH CO.
Ti ti	Vithout obligation I'd like par- culars on the money-making eatures of Kyanize.
N	lame
A	ddress

#### "NEW CUTTING EDGES GO TO WORK AS OLD ONES WEAR DOWN"



**WORKING FOR YOU** 



NUFACTURE AND A CONSTRUCTION

POTECTED BY

Now you have something new to tell your file customers - an interesting fact which will sell more files for you, increase your sales and build confidence in your store as

one which carries the most modern tools.

One of the most important points about the NEW Nicholson, Black Diamond and McCaffrey Files is the astonishing fact that new cutting edges go to work as old ones wear down.

These reserve cutting edges give the NEW FILES far more than the usual filing life, greatly increased durability and naturally greater filing economy.

Tell your customers about this outstanding improvement. And be sure you have available a complete line of the brand you sell. Nicholson File Company, Providence, R. I., U. S. A.

At Your Hardware Wholesalers

FOR EVERY PURP



## Factory Sealed Cans of Have you Stocked Them Yet

POL-MER-IK has won its way into a national market overnight. The orders placed and the genuine interest of retailers and wholesalers, show conclusively that the trade is no longer satisfied with regular raw or boiled, but are demanding POL-MER-IK, the improved linseed oil that sells at no extra cost.

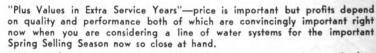
POL-MER-IK is a 100% pure linseed oil, 10% of which has been kettle cooked to a varnish body. Because of this kettle cooked oil POL-MER-IK imparts to paint better leveling, better gloss, harder finish

Merchants welcome packaged merchandise—the guaranteed Purity of Factory Sealed cans. They like and longer wearing. the varied sizes—pints, quarts, one and two gallon containers, and the five gallon drums. They like to display canned POL-MER-IK in the store along with their paints and other related merchandise.

Give your customers added value at no extra cost. Stock POL-MER-IK now. It will increase your sales and make more money for you. Write your nearest

ARCHER DANIELS MIDLAND COMPANY





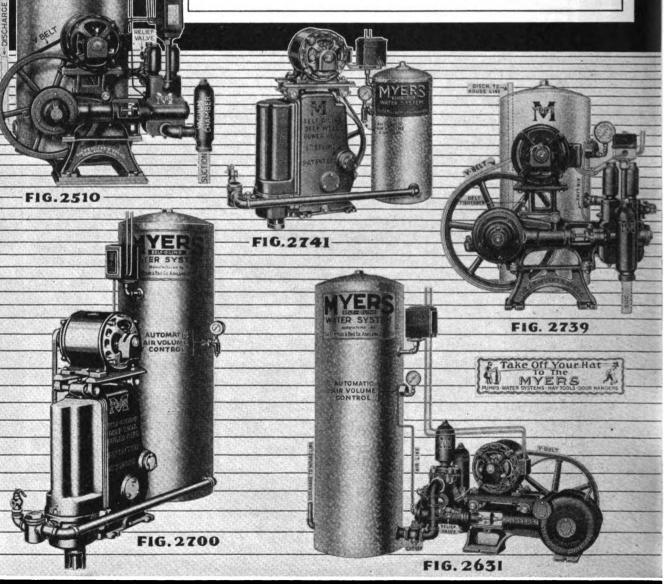
Now is the time to give Myers Water Systems an opportunity to stimulate your water system sales and profits during the months to come. Competition, certainly. You will have it on many fronts but you can face it successfully without fear or favor with Myers powerful selling advantages that mean so much to you and even more to your customers who continue to depend on you to supply them with the best the market affords at prices they can now well afford to pay.

Be a leader. Sell Myers precision built Water Systems—the world's finest and most complete line with extra service years built into every style and size—and profit accordingly.

Write or wire for catalog and full particulars.

F. E. MYERS & BRO. CO.

ASHLAND, OHIO



PUMPS-WATER SYSTEMS-HAY TOOLS-DOOR HANGERS

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AUTOMATIC MIR VOLUME CONTROL



#### THE "GAMEMASTER"

141A Standard Grade, slide action, take down, hammerless, solid ch, 24" barrel, American walnut stock and fore-end, half pistol shotgun style steel butt plate, semi-beaver tail fore-end, adjustable Buckhorn rear sight, white metal bead front to mounted on matted ramp, integral with barrel. azine holds five cartridges which with one in chamber gives a capacity of six shots. Cross safety. Length over-all 4234". Length n down 291/2". Weight about 734 lbs.

#### THE "SPEEDMASTER"

No. 241A "Standard" Grade, hammerless, take-down solid breech; 24" round tapered barrel. Full sized half pist tol grip and semi-beavertail fore-end of American walnu Shotgun style checkered steel butt plate. Chambered for .2 Short only or .22 Long Rifle cartridge only, Hi-Speed and Regular. (When ordering mention cartridge wanted.) .22 Short magazine holds 15 cartridges. .22 Long Rifle magazine holds 10 cartridges. Step adjustable sporting rear sight. White metal bead front sight. Length over all 41½". Length taken down 24". Weight about 6 pounds.

This rifle is well suited for use with the Lyman Expert No. 422 4-power telescope which has micrometer click adjustments for windage and elevation. Doe not interfere with use of open or peep sights. Rifles ordered with telescopes wibe tapped and drilled for the scope.

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## NEW "MASTER" FEATURES, NEW FIRMLY ESTABLISH LEADE



With this new, man-sized .22 rifle you can offer more gun for the money than your customers have ever seen. For .22 Short, Long and Long Rifle Cartridges.

MORE ACCURATE. Adjustable rear peep and hooded front sight, interchangeable discs with eight sighting combinations. Specially rifled barrel. Correctly designed pistol grip and semi-beavertail fore-end of American walnut.

MORE SAFETY. Automatic rebounding lock prevents discharge if firing pin is accidentally hit. Handles safely regular or Hi-speed cartridges. Bolt must be cocked for each shot (a splendid feature to show parents). Front end of bolt locks under frame. Loaded cartridge may be removed without letting firing pin down. Safety obstructs line of fire when "on".

MORE QUALITY. Bolt slides smoothly when you grip the nonslip bolt handle. Extractor and separate ejector throw empties clear of rifle. THE "TARGETMASTER" No. 41P—With hooded from and rear peep sight. 27" round tapered barrel, over-a 44", take-down length 321/4". Weight about 51/3 pour 41A—With step adjustable rear sight and white met front sight.

#### The "SPORTMASTER"

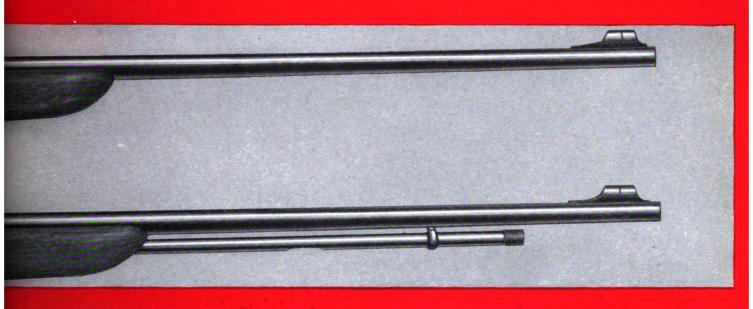
A bolt-action .22 repeater of superior quality at a lo Handles all types of .22's without adjustment. Exceptions magazine capacity. Smooth, fast action. A splendidly carm that will appeal to small game and pest shooters.

THE"SPORTMASTER"No. 341P — With hooded front s rear peep sight. 24" round tapered barrel, crowned a Over-all length 42", take-down length 30¾". Weight al pounds. No. 341A—With step adjustable rear sight a metal bead front sight.



These rifles are well suited for use with the Lyman Expert No. 422 4-power telescope which has genuine Bausch lenses and micrometer click adjustments for windage and elevation. Does not interfere with use of open or peep Rifles ordered with telescope will be drilled and tapped for the scope which is then easily attached by means of two

## ES plus"OUTSTANDING QUALITY" FOR REMINGTON DEALERS



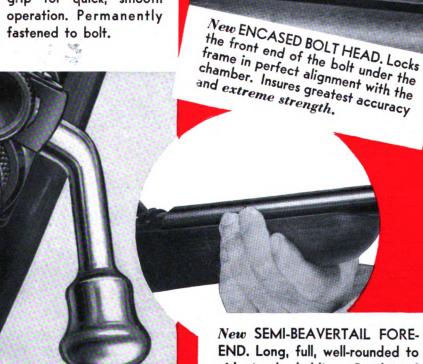


New PEEP SIGHT. Adjustable for windage and elevation. Supplied with two interchangeable discs with different sized apertures.



New HOODED FRONT SIGHT.
Supplied with four quickly interchangeable discs. Since two discs
are supplied with the rear peep
sight, this gives eight sighting combinations.

New REMINGTON BOLT HANDLE. Scientifically shaped to permit a firm grip for quick, smooth operation. Permanently fastened to bolt.



New SEMI-BEAVERTAIL FORE-END. Long, full, well-rounded to aid steady holding. Stock and fore-end of genuine American walnut, rich satin finish.

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## REMINGTON ANNOUNCES KLEANKOTE

A NEW MEMBER OF THE KLEANBORE FAMILY



KLEANKOTE—has the famous KLEANBORE feature that gives a gun absolute protection from rust and corrosion.

The world famous line of KLEANBORE and PALMA MATCH lead lubricated cartridges whose performance has

sub-zero weather of the Arctic.

never been exceeded on the range or in the field will be continued.

KLEANBORE KLEANKOTE ammunition costs no more. Remington is backing it with energetic advertising in the sporting, farm and trade journals. Order now your supply of Remington—the ammunition that will dominate the 1936 market. Remington Arms Company, Inc., Bridgeport, Conn.



KLEANBORE KLEANKOTE .22's are made in Short, Long, Long Rifle—regular and Hi-Speed solid and hollow-point bullets. Also C.B. caps and .22 extra long with solid bullets.

## tamous BRANDS



Consistently improved instead of cheapened. All 3 have a strong cotton cord carcass. All three known by names recognized everywhere.

BULL DOG CORD—2-braid. The leading brand of high quality garden hose. Attractive wide corrugations. Distinctive chocolate brown color. For discriminating home owners, estates, parks, contractors, country clubs.

VIGILANT—2-braid. Our largest selling brand of 2-braid garden hose. High enough in quality to be considered a strictly high grade hose, yet low enough in price to command a large volume of sales and repeats.

VIXEN — 1-braid. Built to supply the demand for a popular priced hose that will give satisfactory service.



### Don't overlook THIS ONE!

The new Tiger! Astonishing value. A low price hose that you can sell on a quality basis. Enables you to meet all low-priced competition. Built with cotton cord carcass, well braided, with fine ribbed corrugations.

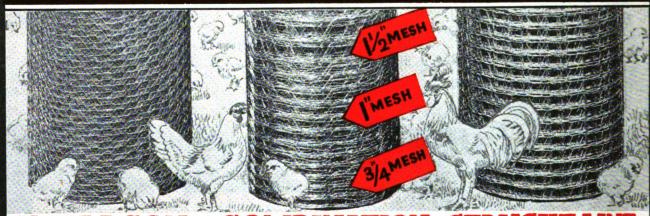


The BOSTON NOZZLE. Most imitated nozzle made. Never equalled in quality. Fastest seller. Simply and heavily constructed. Gives a perfect spray.

BOSTON WOVEN HOSE & RUBBER CO., BOSTON, MASS.



# STERLING POULTRY-NETTING



### HEXAGON COMBINATION STRAIGHT-LINE

DISTINCTIVE TYPES of Quality Poultry Netting . . . with unequalled features that will gain an immediate preference . . . capitalize upon the popularity of Sterling Poultry Nettings . . . and watch your sales and profits grow!

Made in all standard widths; 1 in. and 2 in. mesh; galvanized before or after weaving.

See Your Jobber or Write Direct to Dept. 10

TERLING FENCE

COO THEIR

CAST THEIR

A CONTROL OF THEIR

A CONTRO

NORTHWESTERN BARB WIRE COMPANY

STERLING

Since 1879

**ILLINOIS** 

### REEVES

# PACKAGES CARRY THIS REGISTERED TRADE-MARK CONTROL OF THE PROTECTION TO THE PACKAGES CARRY THIS REGISTERED TRADE-MARK CONTROL OF THE PROTECTION TO THE PACKAGES CARRY THIS REGISTERED TRADE-MARK

PATENT NUMBERS
1,900,749...1,900,750 AND RE. 18,444

THE ONE PIPE THAT CAN BE PUT TOGETHER WITHOUT BLOODSHED

THE NESTED
STOVE PIPE
THAT IS
SO EASY TO
ASSEMBLE

"WHAT MOST EVERYONE DEMANDS MUST HAVE REAL MERIT"

This pipe is put together by simply inserting tongue on one edge into fold on opposite edge and pressing together until it snaps—the pipe is then ready for use.

Outside surface is perfectly smooth—no folds, slots, grooves, notches, lugs or buttons on outside of pipe.

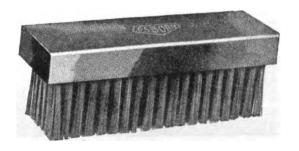
The "Special Blue" and "Polished Blue" sheets from which this pipe is made, are rolled in our own mills, guaranteeing an even colored smooth finished sheet—much superior in finish and quality to the product offered by most other makers.

**ASK YOUR JOBBER** 

ALL SIZES
ALL GAUGES
BLUE
POLISHED
GALVANIZED

### The Reeves Manufacturing Co.

Largest Makers of Pipe and Elbows in the World DOVER, OHIO, U. S. A.



No. 1780 Osborn Wire Scratch Brush



#### COUNTER STIMULATE YOUR SALES



No. 1779 Osborn Wire Scratch Brush

#### WITH OSBORN WIRE SCRATCH BRUSHES

No. 1781 Osborn Wire Scratch Brush



#### AND INCREASE YOUR BRUSH PROFITS!



No. 1777 Osborn Wire Scratch Brush

THE OSBORN MANUFACTURING COMPANY, 5401 HAMILTON AVE., CLEVELAND, OHIO



# OUBLE PROTECTION GIVE ME RED EDGE

Your customers buy screen cloth for Protection. Small insects must be kept out. Screen that is imperfect, or doesn't wear, fails to give that protection. Then the customer blames not only the screen but the man who sold it to him.

If you want only satisfied customers—sell only Red Edge Screen Cloth. Because only Red Edge insures double protection.

The red enamel edge effectively retards rusting at the point where moisture collects—under the nailing strip. The red enamel edge guards against wires pulling out along the selvage—and it reinforces the firm heavy body of the screen at the same time.

Red Edge quality, of course, only begins with the red edge. High grade wire, of open hearth steel or commercial bronze (90% copper, 10% zinc)... better weaving...better finishing...uniform mesh ...eagle-eyed inspection—every step in fabricating Red Edge Screen Cloth takes place in the Reynolds factory, under the Reynolds scientific system of precision process control.

And the red edge . . . the symbol of quality . . . positively identifies both the screen cloth and the dealer who sells it. That means quicker sales, repeat business and more profits for You. Write for sales helps and prices.

SOLD TO AND DISTRIBUTED BY RECOGNIZED JOBBERS ONLY

REYNOLDS WIRE CO. DIXON . ILLINOIS

### **ALWAYS AT THE TOP**

By E. B. GALLAHER
Editor, Clover Business Service
Treasurer, Clover Mfg. Co.

IN EVERY INDEPENDENTLY-OPERATED TEST where Clover Color-Stripe Coated Abrasives have been compared with the best available competitive goods, they have never failed of acceptance, because they have always reached the highest standard.

It is for this reason that Clover Abrasive Papers and Cloths are found in many of our most important industrial plants, where only the proven best can gain entrance.

We have made Coated Abrasives since 1925—employed nothing but the very highest quality materials and the most skillful talent in their production

from the very first—preferred to operate in the red for several years rather than to sacrifice quality.

In recent years, we have operated on a profitable basis, and the quality of our product has increased each year with the state of the Art. There is nothing better to be had than Clover Color-Stripe Coated Abrasives—we can prove it.

The Jobber, to gain his share of this 10-million-dollar Coated Abrasives business, must have quality—he must be able to compete with anyone, both in quality and in price.

He must have a reliable source of supply—backed by ample plant capacity; amply financed. His source of supply must work with him.

We are prepared to supply all these elements of success to any Jobber who seeks a highly-profitable share of this great 10-million-dollar volume.

May we not show you what we have to offer?

gallaher

### CLOVER MANUFACTURING COMPANY NORWALK, CONN., U. S. A.

SANDPAPERS
METAL-WORKING PAPERS AND CLOTHS
WOOD-WORKING PAPERS AND CLOTHS

CLOVER GRINDING AND LAPPING COMPOUNDS

E. B. GALLAI Clover Mfg. C	HER: o., Nerwalk, Cenn.
You may ser	nd me, without obligation, samples of:
Green Str	ipe Flint Sandpaper.
Red-Strip	Turkish Emery Cloth.
Yell w-St	ripe Aluminous Oxide Metal-Working Cloth.
Yellow-St	ripe Aluminous Oxide Wood-Working Cloth.
Yellew-St	ripe Aluminous Oxide Wood-Working Paper.
Urange-bi	tripe Garnet Paper.
Orange-St	ripe Garnet Cloth.
Clover Gre	ease-Mixed Grinding Compound.
C'over Wa	ter-Mixed Valve-Grinding Compound.
Name	
Address	
Character of P	noi Bees

### Sell "PENNUERNON"...not just "window glass"



Listen to the Music You Love played on the air by the Pittsburgh Symphony Orchestra. Watch your local papers for announcement of first program.

curely, is easier and safer to handle.



FOR 1935 - \$3,700,000,000.00 is the estimated total for Farmers' spendable income - it's sure to be still larger in 1936! What share of this will you get? The MID-STATES 1936 Sales Plan helps you sell the farmer helps you swing a greater share of his business your way.

Don't wait — start now with a systematic merchandising program that will make your *income go up* in 1936. The MID-STATES Plan is the answer—it's inexpensive to operate — and it works!

Manufacturers of—Field, Poultry, Industrial Fence, Barbed Wire, Steel Posts, Nails, Bale Ties, Fence Stays, Staples, Steel, and Wood Gates, Ornamental Fabric and Gates, Sheet Metal Products.

### ADRIAN

STIFF STAY

"Galvannealed" — Copper-Bearing. The fence that stands up and gives dependable, hogtight service years after ordinary galvanized is down. Reputation makes ADRIAN a big seller.

### BEN HUR

WRAP STAY

"Galvannealed" — Copper-Bearing. Famed for its durable sturdiness. Backed by years of fence line satisfaction.

### STAR

STIFF STAY

"Galvannealed" — Copper-Bearing. Lasts years longer. Costs no more than any other standard brand.

("Galvannealed" wire produced under Keystone license)

### MID-STATES STEEL & WIRE CO.

Dept. M-24

CRAWFORDSVILLE, INDIANA



The features of these rifles which earned Frank Buck's endorsement, and proved so attractive to customers everywhere, will continue to make sales *easy* in the store.

Distinctive black tip-9-in-one sights-famous Stevens accuracy-dependable Stevens Quality.

### J. STEVENS ARMS COMPANY

Dept. L-11

Division of Savage Arms Corporation

**CHICOPEE FALLS** 

MASS.

## STEVENS

# FOR YOU

### DISSTON TURNS COMPASS SAWS INTO

HERE Disston works out another Better-Value, Popular-Priced, Quick-Sale, Saw Display Stock for you! Almost every tool user needs new Compass Saws or Blades. Needs to be REMINDED of it—and the big values you can give him! That, exactly, is the job this Disston New No. 236 Unit will do for you—with the man passing your windows . . . with the customer at your counter! Here you get KEYSTONE—Made By Disston sales punch. You get quality and price to meet competition. You get the compass-saw sales and make a business-like margin.

### What you get, your cost and YOUR MARGIN

Number	Quantity	Consumer Value	Your Cost
1/4 Doz. K-302 12" Compass Saws	3 @ 49¢ ea.	\$1.47	
1/2 Doz. K-302 14" Compass Saws	3 @ 54¢ ea.	1.62	
1/2 Doz. K-304 12" Compass Saws	3 @ 49¢ ea.	1.47	
1/4 Doz. K-304 14" Compass Saws	3 @ 54¢ ea.	1.62	
½ Doz. K-304 12" Compass Saw Blades	6 @ 22¢ ca.	1.32	
½ Doz. K-304 14" Compass Saw Blades	6 @ 24¢ ea.	1.44	
½ Doz. 402 12" Compass Saws	6 @ 33¢ ea.	1.98	
½ Doz. 402 14" Compass Saws	6 @ 33¢ ea.	1.98	<b> </b>
1/6 Doz. K-300 Nest of Saws	2 @ 1.25 ea.	2.50	
1/6 Doz. 400 Nest of Saws	2 @ 66¢ ea.	1.32	
Totals		\$16.72	\$11.20

Your Margin \$5.52

Shipping Weight Complete Unit, Approximately 25 lbs.

THIS DISPLAY is an attractive little graph in yellow and black. It is made extension heavy, scored for center panel and two side panels, and equipped with easel for standing window, on counter or floor.

It carries one each of the ten items of this Unit.

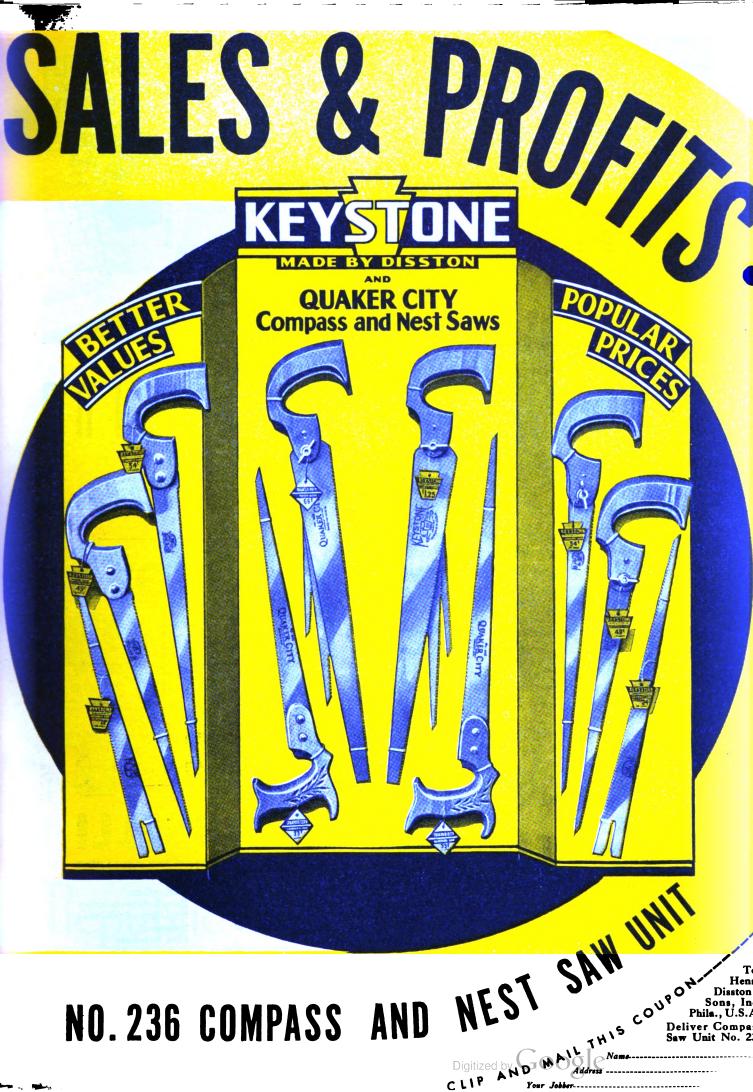
To each saw is attached a consumer price tag—
keystone shape, printed in yellow and black on
the Keystone Saws; diamond shape in green
and white on the Quaker City Saws.

Display with saws mounted, packed in a specially designed container. Additional saws making up the Unit are packed in three boxes. The display container and three boxes of saws are, in turn, packed in a shipping container.

HENRY DISSTON & SONS, Inc. PHILADELPHIA, U. S. A.

ORDER FROM YOUR JOBBER. USE CORNER COUPON FOR RUSH DELIVERY

### KEYSTONE AND QUAKER CITY



### There's profit in using GRASSELLI'S



### pointotesale advertisi GRASSELLI DEALER HELPS

will help turn your stock of insecticides more rapidly.

• In stocking and handling the Grasselli line of spray and dust materials, you are offering your trade an established brand that is well and favorably known among orchardists, gardeners, potato growers, vegetable growers from East to West and North to South.

Leading national, sectional and state horticultural and farmers' magazines, as well as a large number of local newspapers, are carrying messages concerning the superior merits and results-getting qualities of Grasselli Spray Products.

To tie in with this national advertising program, we offer to supply our dealers with Dealer Helps, in the form of descriptive folders, spray charts, counter cards, attractive signs, window streamers, electros, etc. These dealer helps are conveniently packed in what we term "Advertising Units."

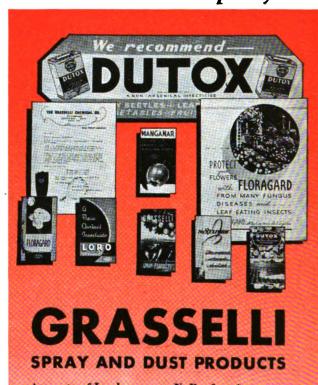
By handing out this literature to consumers of insecticides and fungicides in your locality and also by putting up display signs, counter cards and window streamers prominently in your place of business, you will be advertising your stock-without cost and right at the point of sale. Write for full information.

THE GRASSELLI CHEMICAL CO., INC.



Founded 1839 CLEVELAND, OHIO





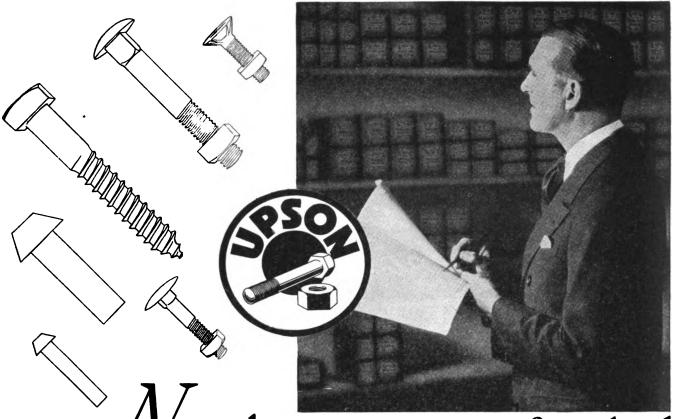
Arsenate of Lead **Bordeaux Mixture** Calcium Arsenate Dry Lime Sulphur Dutox\* **Lime Sulphur Solution** 

Loro\* Manganar\*

NuRexform\* Paradichlorobenzine Sulphate of Nicotine Sulforon\* Zinc Sulphate and many others

(\* Trade Mark Reg.)

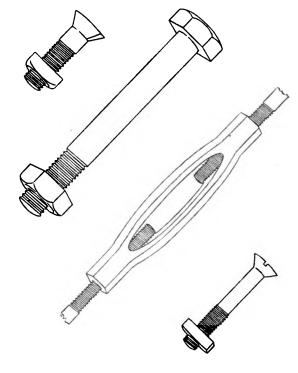
Made by a Firm with 97 Years of Chemical Experience



Vow that inventory's finished it's time we made up an order for *Upson* 

It's going to be a good order, too, because Upson makes the most complete line of headed and threaded products of any manufacturer in the country.

Republic Steel
C O R P O R A T I O N
GENERAL OFFICES...CLEVELAND, OHIO





When writing Republic Steel Corporation (or Steel & Tubes, Inc.) for further information, please address Department HA

### GREATEST SHOVEL

improvement in a decade!

Ingersoll Shovels now embody an extra value which surely must challenge your interest. This great improvement is in the steel, which goes into the blades, and therefore, is quickly evident in the hands of the user. We call this new steel development-



Its outstanding characteristic is an interlocking mesh-grain structure, which makes splitting almost impossible. It is also surprisingly tough, light in weight, free-scouring and holds its cutting edge unusually well.

With all these extra advantages, you will find Ingersoll Shovel prices competitive with other shovels of similar types and grades. Your customers get these added values, without any added cost.

Send for new Ingersoll Shovel Catalog. Distributors are finding the Ingersoll Sales Franchise is increasingly valuable.

Write for further information.

Address Dept. HA

### INGERSOLL STEEL & DISC CO.

Division of Borg-Warner Corporation

#### New Castle, Indiana

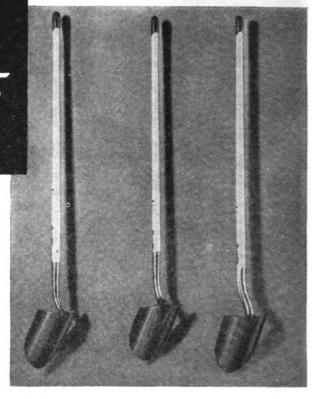
New York Representatives: Dunn & Bryan, 44 Murray St., New York, N. Y.

New England Representative: Walter H. Jenks, 110 State St., 504,
Boston, Mass.

Midwestern Representative: C. E. Bullock, Box 9, Morrison, Ill. Southern Representative: G. M. Baird & Co., 564 Randolph Bldg., Memphis, Tenn.

Pacific Coast Representative: John F. Kegley & Son, 737 Terminal St., Los Angeles, Calif.





### Ingersoll Shovels

are available in all types and grades for every purpose, and in a price range to meet all competition. Round or square point, black or polished finishes. (The Alloy, A and B grades, heattreated).





# SUNRAY



### —the Name that Means Quality and Economy to YOUR Customers

QUALITY, plus economy—that's the winning combination—and SUN RAY Steel Wool has a nation-wide reputation for both.

SUN RAY is the line for you if you want bigger steel wool sales in 1936. It's a complete line, including steel wool for every purpose. And it's nationally advertised year after year. SUN RAY is the big name in steel wool, known in every community to painters, decorators and contractors — woodworkers and metalworkers—industrial users—and the big home market.

Stock the SUN RAY products shown on this page. All of them will be included in Sun Ray advertising in The Saturday Evening Post, starting next month. Order now—from your jobber.



16 Pads to the Package 7 Grades—

Every Grade Uniform

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# YOU Can Simplify Your Stock Taking with this NEW and CONDENSED HARDWARE AGE INVENTORY FORM

E asked 1000 leading retail hardware merchants to help us design this new HARDWARE AGE INVENTORY RECORD SHEET. Here is the result, a new sheet, a new size, a new form and a NEW LOW PRICE—\$1 for 200 sheets. As these are printed on both sides, this means \$1 for 400 pages of inventory record sheets. Each page takes 28 items, one to a line. Your dollar investment provides inventory entry space for 1,200 items.

In the past thousands of retail hardware merchants and wholesalers have used millions

of the HARDWARE AGE INVENTORY SHEETS, because they were simple, convenient and handy to use. The new form of sheet is even more simple, more convenient and easier to use. Our entire effort was directed toward making annual hardware inventories an easier job.

The new HARDWARE AGE INVENTORY SHEETS will fit the standard HARDWARE AGE INVENTORY BINDER used by thousands of dealers. Send your dollar with your order for 200 of new inventory sheets to

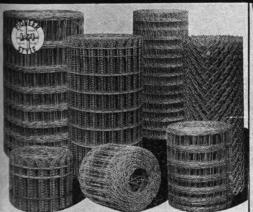
### HARDWARE AGE

239 West 39th Street

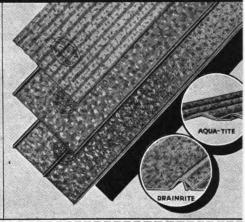
**New York City** 



### A LINE YOU CAN SELL AT A PROFIT . . .







State

GET
INFORMATION
TO DAY



Make money in 1936 on Continental fence, steel roofing, siding and kindred products. Mail coupon today for our new book giving details of dealer profit program.

Name Street .....



### CASTER SALES CAN be MADE from this CONDENSED PACKAGED LINE

Faultless keeps pace with modern merchandising by introducing this condensed line of packaged casters. Ask your jobber to show you the new Faultless 4-page catalog illustrated above—or write for your copy. You'll see at once how Faultless has taken all the confusion, needless stock and profitless bother out of caster selling.

All Faultless Packaged Casters are now so plainly labeled that each type and size can be identified at a glance. From the standpoint of stock keeping and easy selling, the advantages are obvious.

### ★New Star Seller

Faultless now offers the first Double Ball Bearing Household Caster ever available at popular prices. Marvelously smooth running and easy swivelling...lowest over-all height for this type of precision construction... dustproof design...hard or cushion tread wheels and many other quality features. Ask your jobber for this caster at once—it's a money-maker!

For wood and metal furniture, there are popular ball bearing casters, packed 1 set to a box, and competitively priced casters, packed 6 sets to a box. Casters are offered in a selection of composition, wood and steel wheels. The new condensed line also includes complete floor protection equipment for offices. You'll be interested, too, in the new Faultless Caster Dollies for displaying stoves, refrigerators, etc.

Sell Packaged Faultless Casters and you've put your caster business on a more profitable basis

### FAULTLESS CASTERS

FAULTLESS CASTER CORPORATION
Dept. HA2, EVANSVILLE, INDIANA

Bronch Ofices: Chicago, Detroit, Grand Rapids, New York, High Point, Los Angeles, St. Louis. Canadian Factory: Stratford, Ont., Canada.

## OVER-THE-COUNTER ATTACK



### GOLD STRIPE BRUSHES

PITTS BURGH PLATE GLASS COMPANY PITTSBURGH PLATE GLASS COMPANY, Brush Division, Dept. H-2, Baltimore, Md. Please send me full information about your dealer proposition.

Name\_\_\_\_\_\_\_Address\_\_\_\_\_\_

City\_\_\_\_State\_\_\_

**FEBRUARY 13, 1936** 

### No Loss Leader Items Here All Popular Quality Profit Makers

HY invest your money in off brands when with the same money you can stock standard high-grade saws of quality made by Atkins.

Atkins SILVER STEEL Nests and Compass Saws, like our Handsaws, Crosscuts, Hacksaws, Trowels and other items SELL and at a PROFIT too. In fact while the per cent of profit may be the same when selling cheap goods, the DOLLARS and CENTS PROFIT will be greater on each sale of quality saws . . . . SELL ATKINS Silver Steel and PROFIT.

> Order Atkins Saws from your jobber . . . . if he cannot supply you write to us and we will see that you are supplied promptly.



No. 1. Nest ... convenient, practical and good seller. 1 each SILVER STEEL 12" keybole, 14" compass, 18 pruning blades. Uniform temper, filed, set. Interchangeable in carved and lacquered beech handle. Packed ¼ dozen. Dealers net per dozen \$16.15.







No. 9. Compass — SILVER STEBL, 16 x 17 gauge.
9 point filed and set. For heavy work as required by plumbers, steam fitters, etc. Interchangeable carved beech handle. Packed ½ dozen.

Length, in. 10 Dealers Net per Doz. \$7.00 \$7.15 \$7.50 \$7.75

No. 14. Compass—SILVER STEEL, 16 x 17 gauge for heavy work. Toothed gauge for heavy work. Toothed on end 13 pt. for nail cutting, balance toothed 9 pt. Filed and set. Carved and lacquered beech handle. Packed ½ dozen. Length, inches ... 12 14 Dealers Net per Doz. \$8.00 \$8.50





Length, in. 10 12 14 16 Dealers Net per Doz. \$6.65 \$7.00 \$7.35 \$7.70

#### **SMOOTHER SALE-ING**

This free merchandising book tells how you can sell Atkins Saws-if you have not received your copy ask for it-contains hundreds of valuable sales hints.

### E. C. ATKINS AND COMPANY

Home Office and Factory, 410 South Illinois St., Indianapolis, Ind.

-BRANCHES-

New Orleans, La. Klamath Falls, Ore.

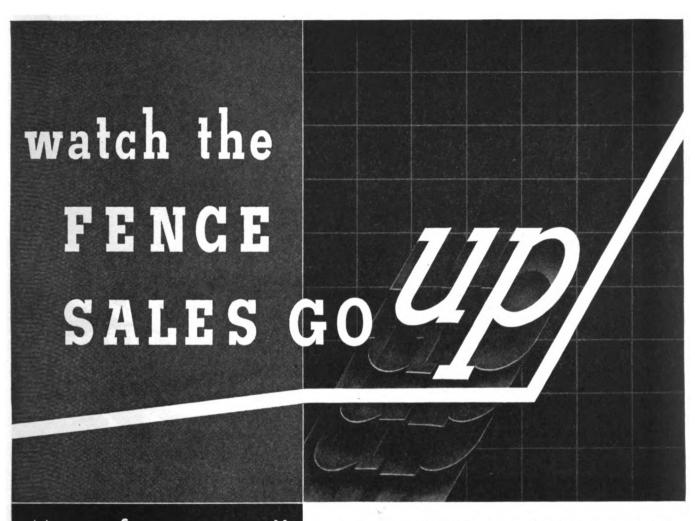
Seattle, Wash. Paris, France.

HARDWARE AGE

Atlanta, Ga. Chicago, III.

Memphis, Tenn. New York, N. Y.

San Francisco, Calif. Portland, Ore.



More farmers will buy fence than any other single item of equipment in the next few months

In a recent survey of farm buying activities in thirteen states, farmers were asked in a questionnaire to indicate their purchases during the preceding and following six months. 37% of the farmers indicated that they had just bought or would soon buy FENCE. This was the highest percentage for any one item. The next highest was 18% (cultivators). In other words, more farmers are planning to buy fence than any other item of farm or household equipment!

### Farmers are fence conscious

Every fence dealer can get his share of this growing fence business by making the proper effort. Begin now by putting in a reasonably complete stock of Pittsburgh Fence in various styles and gauges. Pittsburgh Fence offers the most popular styles and weights and moves quickly because the name is favorably known to farmers everywhere.

### PITTSBURGH STEEL COMPANY

UNION TRUST BLDG. . PITTSBURGH, PA.

New York Detroit Chicago St. Louis Philadelphia Memphis Syracuse Houston Los Angeles San Francisco







KLEEN-A-BRUSH One-third more for the money. Biggest value on market. Top quality. 10c seller. Attractive Display Carton.



WOODFIX

Does everything other wood pastes do-BET-TER. No nitrocellulose. Waterproof. 10c, 20c, 25c and 75c.

44

### keffield

CLOTH-APPLIED VARNISH. Not a polish, nor wax, but a fine quality varnish that's applied with a cloth. Its bakelite content gives it longer wearing qualities. Resists alcohol, acid, water, strong soap or hot liquids. Dries in 2 hours with a hard glossy surface. Four sizes: 20c, 35c, 65c and \$1.20. Spectacular action display (operates for 30 days on dry cell) given FREE with small assortment.

ALUMINUM PASTE. An improved aluminum finish-in a much handier formand an improved bronzing liquid. For radiators, fixtures, picture frames, etc. Gives much smoother results. Won't spill or scatter like powder. Simply dilute to necessary consistency and apply. Patented Duo-Jar package uses paste for Aluminum Enamel and powder for Gold Enamel, and makes every bit of material usable. Four sizes: 15c, 25c, 40c and 70c.

SCREEN ENAMEL. New Sheffield formula keeps it from clogging meshes. Dries with gloss. Weatherproof. Rustproof. Long lasting. Four sizes: 15c, 25c, 35c, 55c.

Other fast Sheffield sellers are: 3-Star Floor Cleaner, Crack Filler, Nu-Way Liquid Wax, Bronzes in Glass Vials, Iron Enamel and Iron Cement. Order from Your Jobber Now. Jobbers-Write for Discounts.

BRONZE POWDER & STENCIL CO.

"The Specialty House of Top Values"

3000 Woodhill Road

Cleveland, Ohio



Combination Cans GOLD OR SILVER PAINT

Brilliant bronze powder, heatproof bronzing liquid and mixing dish -all in one package. 25c, 40c, 70c, \$1.25 and \$2.25.



PURE OIL COLORS Triple ground in pure linseed oil. All popular colors. 10c size and Painter's Economy Size. FREE display.

Customers stopped... hoked and bought when a leading hardware store in Oakland, California, put in this Taylor Window

The Spark

that set off

THERMOMETER

SALES

### With Taylor thermometers and weather instruments in your window, sales start marching into your store

Out in Oakland, California, this window attracted wide attention and interest. It told a story about temperature and weather. It dramatized thermometers and weather instruments. It brought substantial returns to the dealer. And it illustrated a fact that has been proved often:

A hardware merchant can profit from increased sales of thermometers and weather instruments, if he displays and promotes the Taylor line.

WHY TAYLOR INSTRUMENTS?

BECAUSE 15 out of 16 people say they consider Taylor Instruments the most

accurate they can buy. It's easier to sell merchandise your customers trust.

BECAUSE Nearly 2 out of every 4 people interviewed in the same survey knew Taylor Instruments by name—several times as many as knew any others. It's easier to sell merchandise your customers know.

BECAUSE Taylor makes a full and varied

line of all types of thermometers and weather instruments your customers want—indoor and outdoor, roast meat, candy and jelly, oven and deep-frying thermometers, and instruments for forecasting and measuring the weather.

**BECAUSE** The name "Taylor" on any instrument means "guaranteed against everything except breakage."

Taylor

#### TAYLOR INSTRUMENT COMPANIES

Rochester, N. Y.

Toronto, Canada

District
Of
Columbia—
Glimpses of
Life at the
National
Capital—

A
Fashionable
Roller
Skating
Rink—



"By Courtesy of Harper's Weekly"

From a Sketch By Miss Georgie Davis.

Taken from
Frank
Leslie's
Illustrated
Newspaper
Of
April 10,
1880.

### Read this Interesting News Item Published Over 55 Years Ago

"On three evenings of the week, during the present season, very attractive gatherings have been held at the Roller Skating Rink on Fourteenth Street, and alike to lookers-on and to the members of the class themselves, the roomy, well lighted hall has been one of the pleasantest of resorts. From six to eight the professor of this graceful art holds class, and the thirty or forty pupils, picturesque in pretty skating costumes, wheel and turn, march, countermarch, and flash on the smooth rollers through all sorts of bewildering and entangled figures,

obedient to the signals of their leader. The rink is large enough for a regimental drill-room, and under the bright lights and over the polished asphalt floor, the crowd of swaying, swinging and gliding figures have the prettiest possible effect. Nearly all the class are good skaters, the exercise is a delightful one, the scope for dainty display in the way of costumes is infinite, the opportunity for mild flirtations boundless; and what more—always providing that you are a woman and eighteen—would you or could you desire?"

### Today Millions of People Are Roller Skating

Society people, movie stars, college students, business men, school children and debutantes are roller skating as never before. Skating parties, dances, teas, races, and carnivals are being held almost everywhere. The increasing demand for Roller Skates in general and for—

### UNION HARDWARE Extension ROLLER SKATES

in particular attests the growing popularity of this great outdoor and indoor sport. Just as Roller Skating has "Carried On" with people of all ages—so have Union Hardware "Carried On" with improvements that make Roller Skates stronger and safer and easier to propel than ever. The latest Union Ball-Bearing Extension Models are sold by all leading Jobbers and by thousands of Dealers who swear by "The Union Line" for profitable sales and steady turnover. Check up on your stock for Spring trade.

Your Jobber will supply you.





HARDWARE AGE



CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Offices

239 WEST 39TH STREET

NEW YORK, N. Y.

Vol. 137

No. 3

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Associate Editor

ALBERT J. MANGIN "Who Makes It?" Editor

L. W. MOFFETT
Washington Representative

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(Incorporated)

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WILLIAM A. BARBER, Treasurer JOHN BLAIR MOFFETT, Secretary The Hardware Dealers Magazine
PUBLISHED EVERY OTHER THURSDAY

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Take a wire to this dealer, please, Sorry, but can ship only half your order from stock "



### capital turnover prevents the loss

of profitable sales



In the heavy selling season of the hardware trade, delivery time is the essence of the manufacturer's sales opportunities. What one firm can't ship, some competitor probably can - and not only profits and prestige, but customers are at stake.

Commercial factoring is the effective, modern business instrument to help manufacturers make the most of their market opportunities.

It widens sales opportunities by advancing cash as shipments are made and thus reducing the average outstanding sixty to ninety day account to a cash basis.

Now is the time to investigate.

### COMMERCIAL FACTORS CORPORATION

TWO PARK AVENUE

**NEW YORK** 

HARDWARE AGE

Dept. HA-2, Two Park Ave., New York Send the facts about commercial factor-

Commercial Factors Corporation

ing as it would apply to our business.

Name -----Firm Name.....

City .....

### Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

### Largest Payroll—

Nearly ten million persons received Government paychecks in the United States during 1935. This makes a Federal payroll of more than five billion dollars (\$5,000,000,000) yearly. This is the world's largest payroll both in dollars and number of persons employed. It places every fourth employed person in this country on the direct Government payroll. Add to this at least another million employed by firms or contractors producing materials for Federal government use. Then include several hundred thousand hired by private contractors doing Government work or handling PWA projects and the total staggers even the most calloused imagination.

#### Adult Games-

Various new and old games for adults have enjoyed wide and profitable sale during the Christmas gift season now drawing to a close. The one outstanding adult game continues to be bridge, both auction and contract, with contract gaining according to the latest data at hand. The Associated Press estimates that 20,000,

000 Americans play bridge regularly. This means an average of one out of every six of the entire population, almost half of the entire adult population. The popularity of bridge offers the hardware trade two basic sales channels—the sale of playing cards, tallies, score cards, card tables and chairs and the almost unlimited opportunity for selling prize items. In addition to bridge and other card games are the many new games formerly considered suitable only for children. During the winter or indoor season the game demand will continue active. In every community there are groups of families who meet regularly for playing cards and more simple games. It is a market worth seeking as it includes both equipment for playing and prizes for the winners. A table, an occasional window display and some advertising of your assortment of games and prizes would be particularly appropriate at this time.

#### Withheld Discounts—

In several basic lines distributed through hardware channels a "withheld discount" for good behavior might prove a very effective curb on demoralization of price structure on well known merchandise. It is doubtful if this procedure has complete legality as it implies an agreement between producer and distributor to maintain a price. If in the legislative efforts seeking some form of legalized price control a "withheld discount" plan could be included it would definitely help. It is quite clear that a jobber getting an extra 5 per cent on volume at the end of the year, providing he has not demoralized the market, would have an extra bonus to look forward to-this should prove very attractive and in many cases more attractive than any imagined benefits from price cutting. A discussion of the subject is certainly not illegal as long as no agreement is made. The "withheld discount" has possibilities and should be studied by the hardware industry.

### Major Items—

The retail hardware business is necessarily chock full of small sales. There are countless items in the average and proper hardware stock that sell for 5, 10, and 25 cents and other amounts less than one dollar. This is unavoidable and is also a good factor maintaining and developing store traffic. These small amount sales must be offset by sales of larger unit price items, such as washers, refrigerators, stoves, vacuum cleaners, etc. This year, more than ever before, I am very conscious of the hardware dealer's opportunity to sell major items made by the leading makers. Looking over jobbers' promotion plans and their exhibits this thought is driven home. The rollcall of manufacturers of these major items who are now seeking hardware distribution encourages the belief that hereafter the hardware trade is in an enviable position to obtain the best volume in these lines. This imposes an obligation on the hardware trade to justify their opportunity, for, if they do



not there will again be a mess of specialty stores and other competitive retailers springing up to handle major item sales.

#### Townsend Plan—

Murray C. French says: "For the life of me I cannot understand why the people who discuss the workability of the Townsend plan always talk in billions of dollars, sums which nobody can comprehend. Why not talk in individual figures instead of national totals?

"For instance, here is a man earning at present \$100 a month. He buys now (for easy figuring) 100 various things at \$1 each. Suppose we enact a 2 per cent sales tax to finance the Townsend plan. Each item then costs him \$1.02. For his \$100 he can then buy 98 items instead of 100. National production is decreased by two items.

"The \$2 he has paid in Townsend-tax goes to an aged person. With that \$2 he can buy approximately two items, thus increasing national production back to its original 100 items as before. There is no increase in production; there is merely a transfer of ownership of a part of the production.

"In many states we now have a 2 per cent sales tax to finance relief. That money is invariably spent immediately by the recipients. Yet nobody claims this procedure increases business. It retards business, and this is admitted on all sides.

"The fact that the purposes of the Townsend plan are laudable does not set aside the laws of third-grade arithmetic. A dollar spent by John Smith 'sets in motion' just as much business as does a dollar spent by Sam Jones, regardless of the age of either person. What applies to one dollar applies also to one billion dollars."

### Fifty-Fifty-

At Minneapolis, A. C. Raymer, from Austin, Minn., told a most interesting and instructive story on handling outside sales on major items. Mr. Raymer charges 50 per cent of all "trade in allowances" to the salesman making the

Should service work, replacement parts, etc., be required, the salesman is again charged with a complete half of the total. When the sale of the reconditioned appliance is made the salesman receives credit for fifty per cent. This idea has doubled barrel worth. It keeps the salesman from being uneconomic in his generosity in handling "trade in" items and makes it possible for him to realize an extra income if he watches and controls, sanely, the amount of money offered for trade ins and the costs put into reconditioning. Mr. Raymer also has his outside salesmen specialize in major items so that in practically every major item his store has the benefit of expert knowledge on each item. This idea also helps build a prospect list. When an unknown prospect shows encouragement the salesman who has the matter in hand introduces the prospect to the specializing salesman and in doing so may properly say "I want you to meet our Mr. Swanson who specializes, etc., etc. What is your name, please?" This is a fine idea for obtaining prospects' names which might otherwise be unavailable as it is often difficult to obtain names. But when going through the motions of giving the interested prospect a little extra service, obtaining the name for a proper introduction works out very well.

### **Auto Supplies**—

There is obviously much resistance from dealers when wholesalers try to promote auto accessory and supply departments. This is an outstanding difficulty with those wholesalers who are definitely making it possible for dealers to stay in the competitive picture. There is such a marked reluctance of the retail hardware field to get into the auto supplies field that some comment appears appropriate. The strongest, most annoying, most persistent competition hardware dealers face has come and continues to come from chain and mail order firms whose basic lines are auto accessories. This fact alone should encourage hardware men to enter the auto supply field. If only to retaliate, hardware stores should certainly

tackle the motorists' trade. Increasingly, the sale of auto supplies is becoming part of a business and can no longer (not even in the major metropolitan areas), continue to be a specialized business. That's another reason why practically every auto accessory chain (and the mail order stores) are featuring so many lines of merchandise which are commonly known as hardware store lines. Hardware stores should immediately get into the auto supply and tire field which is definitely on the increase and, on the right basis, can be an important traffic builder at a profit.

### Surprise—

Those who attended the recent Minnesota convention were treated to a surprise feature. B. Christianson was the surprise. For the past four years he has been a merchandising executive for Sears, Roebuck & Co., working out of St. Paul with 108 stores under his direction. All hardware men will recognize Chris as the former secretary and fieldman of the Wisconsin Retail Hardware Association. Prior to that he was a successful retail hardware merchant in the Northwest. His unusual message was different because he has a natural and inborn sympathy for the hardware merchant: yet, through his eyes, with four years' mail order chain store experience, he sees the competitive picture more clearly than most of us do. His message is published in full elsewhere in this issue. We recommend that every reader give full and complete attention to every word that Chris uttered at Minneapolis. Particular attention is called to that part of his talk where he discusses chain store managers. He stressed the point that these men are not allowed to be failures. They either succeed or get out of the way for men who can succeed. Naturally, they have to be active in their selling jobs. whereas independent merchants have the disadvantage of being able to be as lazy or as indifferent as they please because they are independent-perhaps too indepen-

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### Electric Washer Sales for 1936 Forecast at 37 per cent Increase

### By HOWARD E. BLOOD

President, Norge Division Borg-Warner Corp.

THE electric washer was the first major home appliance to sweep into its sales expansion period. Since then, it has pointed the way in distributive methods, merchandising practises and resale activities. Many of the appliance industries, particularly electric refrigeration, owe it a debt of gratitude, because by the adaptation of successful methods discovered by the washer industry they have avoided many of the problems, and as a result their expansion has been spectacularly fortunate.

Before giving you the benefit of the findings from the nationwide Norge marketing study among 34,866 women and nearly 2000 dealers handling all makes of washers in 397 cities, permit me to discuss briefly the marketing background upon which the interpretation of these findings rest. On January 1, 1935, there were 9.439.600 washers in use among the 20,520,870 wired homes in the United States; establishing a saturation point of 47 per cent. But the washer industry was well out of its expansion phase and quite permanently located in its replacement period. I mean by that, it seems evident that only about one-half of the families of the country ever want to possess any strictly utilitarian



HOWARD E. BLOOD

product of this kind and, therefore, with saturation at 47 per cent the industry must look for its volume from the replacement of worn-out washers and among families who have been accustomed to its use.

The washer industry, in spite of its high saturation point, has shown amazing virility during the depression; in fact, next to electric refrigeration, it showed itself most depression-proof. This was undoubtedly caused by the fact that depression conditions forced certain families into the ownership of an electric washer for economical living reasons who normally preferred not to do their laundry at home. As a result, 1,121,137 units were sold in 1934, an increase of 11.5 per cent, while, in 1935, 1,209,176 units were sold, or an increase of 8.5 per cent. The volume of 1930 to 1933 indicated that this new class, thrown into the market by the depression, were buying cheaper washers, for, during those years, the average retail price declined severely. But in 1934, this began to correct itself -the increase in retail dollar volume was 12 per cent, or slightly greater than the 11.5 per cent increase in unit volume. In 1935, the retail value of \$78,665,786 represented a 7.5 per cent increase or slightly more than the increase in units, indicating that the average retail price was slightly less but still had stabilized to the point where we can conclude that from

Based on nation-wide study of buying intent among 34,866 women, Mr. Blood predicts active selling market on replacements of obsolete machines and on strictly new business. Expects greater efficiency of new models to encourage replacements of both old machines and those very low priced washers sold in recent years.

now on a "selling up" trend is evident. In fact, the average price in the fall of 1935 was around \$64, with approximately onequarter of the total business in washers selling at about \$90.

The important consideration to keep in mind is that a large percentage of the volume in the past four years has been absorbed by this new class of buyers who, probably, will give up laundering as soon as better business conditions maintain. The increase, therefore, cannot be interpreted as a replacement of washers to the working classes who have been the backbone of the market for so many years. Great numbers of these have an unfilled need for a new washer and, although it is the most necessary and useful appliance they own, they have continually repaired the old washer rather than buy a new one because of lowered income during the depression. Now, however, thousands of such washers have been so frequently repaired as to be beyond repair, thus we notice a greater buying intent in the market in 1936.

Some conception of the dimensions of this market can be gained, first of all, by analyzing the number of washers still in use which were purchased prior to 1930.

#### Gaging Buying Intent

Another way to analyze the outlook is by gaging the buying intent uncovered in this nation-wide survey. From the first angle, it is interesting to know that 6,541,833 washers were purchased prior to 1930, largely by those working classes to whom laundry was a necessity. Of this number, 2,420, 633 were purchased prior to 1925. Certainly those still owned that were bought prior to 1925 have reached a bad state of disrepair and the majority need replacement, particularly when one considers that so many improvements have been made in later models. Likewise, since those between 1925-30 were cheaper models, it can be safely concluded that at least 50 per cent of these should be replaced to gain the greater convenience and economy of present washer models. All told, then, it can be concluded that approximately 3,700,000 old-style, wornout washers exist which should and could be replaced, if the families owning them were reached in their homes and the benefits of the latest models demonstrated to them.

That, as I see it, is the marketing background which must be understood in appreciating the 1936 outlook and in laying plans to capitalize upon the buying intent which is evident.

### Some Still Using Hand Methods

Among the 34,866 women interviewed by telephone in 397 cities, reflecting market conditions as of November 15, 1935, the washer saturation among such telephone subscribers, admittedly a more intelligent and higher income class, was 58.2 per cent. It is interesting to know that 21 per cent used the public laundry while, somewhat amazing, 20.8 per cent still used hand methods.

Of this total number whose opinion relating to refrigerators, kitchen ranges and oil burners was also being researched, 7392 women were isolated as to their buying intent for a new washer in 1936. In the first place, it was found that 18.6 per cent had washers on which repairs were badly needed. When asked if they intended to buy a new washer in 1936, these 7392 women showed a total buying intent of 30 per

cent. This permits four important conclusions:

(1) The total buying intent for 1936 (30 per cent) as compared with that discovered by like research means for 1935 (21.7 per cent) shows an increase of 8.3 per cent more, compared to that of the previous year, an actual buying interest about 37 per cent greater. Of course, the industry, in the past few years, has been set up to depend more upon volume from store sales than from outside selling, as formerly. This has been caused, of course, by the decline in the average retail price which has not provided the margin required for outside specialty selling efforts and, in addition, the high saturation which has made it difficult to find sufficient prospects per block with the hold-back tendency of the consumer during the depression. If the average washer dealer can change his methods and realize that in 1936 he faces a re-expansion opportunity which justifies outside selling so that he will reach a greater number of people in their homes who might not expose themselves to his store, it can be concluded that because of this 30 per cent buying intent (which is 37 per cent stronger than that of last year), the washer industry faces a very fortunate

(2) This buying intent for (Continued on page 113)

### Factors that 7392 women declared would most control their buying decision in 1936. They are:

Cleansing
Durability
Convenience
Speed
Easy on clothes
Use saving 9.0%
Reputation of maker 7.0%
Safety features 6.3%
Price 4.0%
Dealer reputation 3.8%
All other reasons 7.2%

### Hardware Curiosities

### By ROBERT PILGRIM

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# Prize-Winning List of Tools for the Homeworkshop

Prize-winning list of tools and equipment provides answer to the question: "How would you invest \$150 to start a workshop?" The keen interest in the subject was exemplified by the thousands of carefully compiled entries in the contest. Dealers can use the list to splendid advantage in many ways.

ANDICRAFT enthusiasts themselves have selected what they consider the most ideal outfit of tools and equipment for starting a homeworkshop. For the best answer to the question-"How would you invest \$150 to start a workshop?" one of the leading homecraft magazines recently awarded prizes having a total value of \$200. The first prize was a \$150 workshop, the second prize \$35 worth of workshop tools, and the third prize \$15 worth of workshop tools. Entrants were asked to list the tools they would purchase with \$150 which would give them the most practical, efficient and complete workshop they could buy for the money.

#### For Best Equipped Shop

It was understood that the prizes were to be awarded for the lists which best equipped a shop to meet the varied needs of the average craftsman. It was also understood that such a list, involving a maximum outlay of not more than \$150, could not be expected to fulfill the more diverse and exacting requirements of many experienced and highly skilled home craftsmen, who frequently invest several thousand dollars in their shop equipment.

The winning list (published on the opposite page) is believed to be a very excellent one for those who have but recently become interested in home handicraft, and who are just starting to buy their shop equipment, or for those who have a few tools and wish to equip their shops more completely. For such purposes, the prize winning list should prove to be a very efficient and helpful guide, and the listed tools and other articles will form an excellent nucleus for a shop that can be enlarged as desired.

### **Know Tools**

It was readily apparent from the entries received that most home craftsmen have a very close acquaintance with tools, as well as an intimate knowledge of tool specifications, brand names, and prevailing prices. Among the vocations and professions represented among the entrants were doctors, lawyers, clergymen, farmers, miners, engineers, teachers, dentists, movie cameramen, chauffeurs, lobster fishermen, and others employed in a wide range of occupations. Entries were also received from several women. As many as 200 separate items were listed on some entries, and 171 tools and articles of shop equipment were included in the prizewinning list. It is estimated that the value of the tools listed in the entire contest was more than onethird of a million dollars, which is a good indication of the large potential demand for merchandise of this character.

Judges of the contest were Robert G. Weyh of the Bureau of Vocational Activities, Board of Education, City of New York; H. B. Burnett, president of The Home Craftsman Magazine, New York City, and MacDonald Witten, associate editor, HARDWARE AGE, New York City. In selecting the prize-winning lists, the judges took into consideration that the homeworkshop should certainly be equipped to serve a practical purpose in the home, while at the same time providing the equipment to enjoy handicraft as a pastime or hobby. The prizewinning list, therefore, includes the tools that are essential in making the ordinary repairs about the home. John R. Scheib, of Pittsburgh, whose list won first place, sounded the keynote of the comments made by many of the entrants when he said: "It was not difficult for me to keep in mind that this workshop was not to be stocked with specialized tools, but rather with an array of general tools and supplies, the like of which makes the confirmed handyman's heart beat in an alarming fashion. . . . With the tools selected I could build the finest of furniture, and yet be pre-

(Continued on page 148)



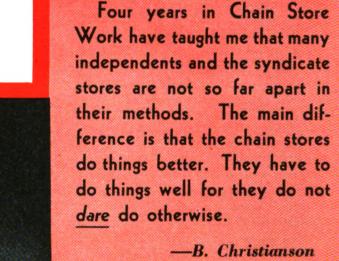
### The \$150 List of the Contest Winner

No. C	luan.	Article	Description	Price	No. Q	uan.	Article	Description	Price
1	1	Hammer (nail)	16 oz.—18 in. handle	\$0.90		1 box	Glaziers points		.10
2	1	Hammer (ball-pein)	8 oz.—18 in. overall	1.00		1 lb.	Putty	. <b></b>	.15 .10
8	1	Hammer (magnetic)	4 in. head—11½ in. handle 19 oz.—18 in. handle	.20 1.10	88	l pkg.	Randages	Complete kit	
5	i	Mallet (withher)	2 in. dia 4 in. head	.45	90	1	Flashlight	2 cell—focusing	
6	ī	Saw (rip)	5 pt.—28 in	2.70	91	1 roll	Friction tane	<b>.</b>	.10
7	1	Saw (cross-cut)	8 pt.—26 in	2.70	92 98	l can	Oil	Spout on can	25 10
8	1	Saw (back)	12 in	2.00 1.75	94	l pkg. 1 gili	Glue	Liquid	.xu
10	i	Saw (hack)	Adj. frame and 2 extra	1	95	1	Glue pot	Complete with glue	
	_	•	blades	.70	96	1 pint			.15
11	1		Pistol-grip—8 in	.25	97 98	1 tube			.25 .10
12 18	†		14 in. long	3.00 • 1.00	99	1 lb.	Disease of Paris		.05
14	i	Bit brace	Ratchet-8 in. sweep	2.00	100	1 roll	Wire (soft)	18 gauge	.10
15	8	Auger bits	Sizes 4, 6 and 8	1.05		1 roll 1 roll	Wire (Diano)	18 gauge	10
16	2	Auger bits	Sizes 10 and 12	.80 .90		1 box	Washers (iron)	20 gauge	.10
17 18	í	Rit (expansive)	1 in. to 1% in	1.20		1 box	Weshers (lock)	ASSOCIACIO SISCE	10
19	î	Bit (gimlet)	3½ in. long	.10		1 box 1 box	Washam (fanast)	Assorted sizes	10
20	1	Auger bit gauge	Adjustable—21/2 in. long	.90		1 box	Chair rung fasteners	Assorted sizes	.10
21 22	1	Drill (hand)		3.00	108	1 box	Corrugated fasteners.		.10
28	î	Delli (mah)	3 drills incl	1.30		1	Pencil	Grade H B	.05
24	1	Screw driver (spiral)		2.25		1 1 box		Associated associations	.10
25	1	Screw driver	6 in 5 in	.15	112	2 lb.	Nails (common)	Assorted colors	
26 27	1	Serew driver	4 in	.15 .15	113	2 lb.	Nails (finishing)	Assorted	.10
28	î	Screw driver (electric).	8 in.—insulated to tip Model makers sizes	.20	114	1/4 lb.		Assorted	
29	1	Screw drivers (nest of).	Model makers sizes	.10		1 box 2 lb.	Serows	No. 6	
<b>80</b>	1	Chisel (wood)	% in. x 9½ in	.75 .85		1 lb.	Bolts	Assorted	.20
31 <b>32</b>	i	Chisel (wood)	1 in. x 914 in	.95		1 lot	Lumber	Scrap pieces	Gratis
38	1 set	Wood carring tools	6 tools	2.75	1 100	1 lot		Scrap pieces	
34	1	Rule (zig-sag)	6 ft	.45	121		Popular Science Maga	sine.12 months subscription sine.12 months subscription	.80 1.50
85 36	1	Rule (flexible steel)	. 6 ft	.25 . <b>5</b> 0	122	1 pint	Varnish	4 hour	.45
37	î	Square (try and mitre).	12 in	1.00	128	1/2 pint	Shellac	White	85
38	ĩ	Marking gange		.20		l pint		Primer coat	
39	1	Level and plumb	24 in	1.00 .10	126			assurced colors	.25
40 41	i	Caliners	Inside	.10	127	7 pkgs.	Water stain (powders)	7 assorted colors	1.00
42	i	Dividers	• • • • • • • • • • • • • • • • • • • •	.10	1 222	6 1	Paint brushes	1 in.—free offer	Gratis
48	1 set	Drafting board and tools	Compass, T sq. prot., angles	1.00		i	Paint brush	2 in	.25 .25
44	1		Enlarging plans, etc 11/82 in. x 6 in	.50 .25	181	8	Paint brushes (camel l	nair) Assorted artist's sizes	
45 46	i	File (slim taper)	15/32 in. x 8 in	.85		l pint	Turpentine		.15
47	ī	File (mill)	8 in	.85		1 pint 1 tube	Wood filer		. <b>20</b> .10
48	1	File (mill)	. 12 in	.40 .55		l pkg.	Sandpaper	Assorted sheets	.10
49 50	†	File (man round)	6 in	.85	136	1	Sandpaper holder	Metal hand block	. 25
51	i	Wood rasp (half round).	8 in	.75		1 box 1 box	Pumice (powdered)	Medium	.10
52	1	Pliers (combination)	6 in.—mech. and elect	.50 . <b>5</b> 0		1 cake	Wax	For lathe work	.50
58 54	1	Pinchers (10ng nose)	6 in.—with wire cutters	.50	140	⅓ pt.	Wax	Liquid	.20
55	i	Wrench set	10 sizes — 1/2 in. to 1 in	.30		1 roll 1		5 yards	
56	1	Wrench (adjustable)	61/2 in	.60		i	Cup center	80 in. bed—6 in. swing Small turnings	4.50
57	1	Wrench (pipe)	10 in	.75	144	ī		6 in	
58	1 set	-	in ten wronch die stock	1.35		1	Chisel	Skew	.55
59	1	Pipe threader	Complete with dies	3.45	146	1	Chisel	Gouge	.55
60	1	Pipe cutter	Can Many No. 00	1.95	148	i	Chisel	1_in.—gouge	.55
61 62	i	Soldering fron	Electric	1.50		1	Arbor	For grinder	1.10
68	i	Soldering fron	Electric—modelmakers size	.20	1 7 2 7	1 1	Drill chuck	½ in	.80 .40
64	1 roll	Solder	Acid_core	.25	152	i	Sanding disc	Complete	85
65 66	1	Vice (hench)	10 in	1.95 2.75	153	ī	Wire Wheel	4 in	.55
67	i	Vice (bench)	1% in. modelmakers size.	.15	154	1	Cloth buffer	6 in	.50
68	1	Bench screw	To make wood vise	1.25	155 156	1	Mitte gauge	7 in. saw—z½ in. cut	9.85 1.00
69	2	Hand screws	10 in	2.80 .50	157	i	Drill press	51/2 in. capacity	10.95
70 71	î	Rinning bar	% x 18 in.—gooseneck		158	ī	Drill selector	Incl. 8 drills	1.40
72	i	Countersink	% x 18 in.—gooseneck Wood or metal—% in. x			1	Adapter	For shaping	.85 1.50
	_	37-114	4¼ in	.45		8 1	Collet chuck	Set of three	.85
78 74	1	Conton munch	K/RA in	.20 .20	162	î	Mortising attachment.	Complete	2.50
75	i	Chinel (cold)	% in. x 6 in	.50		1	Sanding drub	1 in. x 1¼ in	.85
76	1	Awl (scratch)	% in. x 6 in	.15		1 1 doz.	Jig Saw	14 in	11.50 .40
77	1	Cornering tool	/io in. and % in. cutters	.40 .35		1 GOS.	Sabre blade	6 in.— 9 point	.10
78 79	1	Wood scraper	1½ in. blade	.25	167	î	Motor		
80	ī	Pocket knife		1.25		1	Motor pulley	4 in.—4 step	.55 1.50
81	1 pr.	Scissors	6 in	.75 .10		1 1	Wotor base	Ploating type	
82 88	1	Bench stone	Combination 7 x 2 x 1	1.50		i	V belt	42 in	.75
84	1	Glass cutter		.20	]			•	150 15
85	1	Putty knife	2 in. blade	.10	l		TOTAL		190.19

### Why Chain Stores Sell

### By B. CHRISTIANSON

Divisional Merchandiser, Montgomery Ward & Co., St. Paul, Minn.



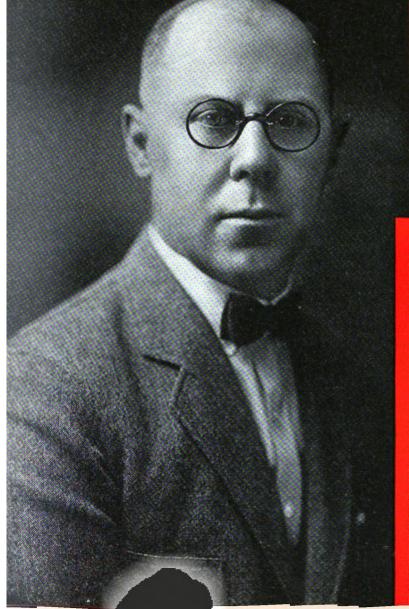
—B. Christianson Addressing the Convention of Minnesota Retail Hardware Association, at Minneapolis, Minn., Jan. 23, 1936.

HIS is not a talk in defense of the chain store or in condemnation of the independent dealer. I have known chain stores I would not defend, and I have also enjoyed the acquaintances of independent dealers whom I am not competent to criticize.

It has been my good fortune, as some of you know, to number among my acquaintances some of the finest, brainiest hardware merchants in the United States. It is far from me to underrate the thought, the energy—the long hours of time, as well as the ability and experience which have been poured into their business. Success has come to these men because they merchandized better than the average.

#### B. CHRISTIANSON

HARDWARE AGE





Chain store managers must operate efficiently and profitably, must make changes in display and selling practices or lose their jobs. Are not permitted to stay unless successful. Would be fired if they ran store like many independent dealers, says Mr. Christianson. They reduce inventories and obtain turnover. Displays encourage sales and store traffic. Concentrate on selling job.

When I suggested discussing this topic under "Why Chain Stores Sell More," I did so because I am confident that such methods as they use will produce more business. After all, it is "more business" that spells the difference between success and failure. You all know what an additional "gross" (or margin if you wish to call it) would mean to your business if it was obtained without any additional expense.

Another known factor is that margin comes from sales. If one store or one kind of store sells more, they have that much additional income in their business to cover their expenses and to put by as profit at the end of the year.

#### Training Needed

Today for various reasons, the business of retailing has become a risky complex vocation demanding scientific training and study. Lacking this training and not giving time to analysis or much thought to his problems, any merchant is in a precarious position.

If you think I am overstating this, all you have to do is to look at the profit and loss figures of numerous retail organizations to appreciate the fact that retailing "Many a Chain Store Manager has lost his position because he did his job in about the manner that some merchants operate their stores. They think their way of doing is good enough. This is not any reflection on the dealer who is doing a good job, but rather on the one who isn't, and the trouble with the one who is not succeeding is that he doesn't always know it."

is not merely buying a lot of merchandise, making it available to the public, and then waiting for them to come and take it away. That is not the way business is done—that is the way it was done.

Of course no one can learn to run a store successfully by simply reading a book or listening to a talk like this. But where is there a merchant who cannot profit from an enumeration and an analysis of the "good points" (call them fundamentals if you wish) which are the planks in the platform of the successful mer"Right here we have another reason for the syndicate stores doing a better job. When they are not doing well, and they don't know it, there is someone in the organization who does and who will not hesitate to tell them so.

Today I can go into an average hardware store and cut out at least 20 per cent of their inventory, and do more business and make more money after this is accomplished. And why not? Money is made by selling merchandise, not by carrying it."

chant. These "good points" are working for money-making merchants. They have worked for them, and are working for them, and will work for you who have not tried them, if you will give them a chance.

Four years in chain store work has taught me that many independents and the syndicate stores are not so far apart in their methods. The main difference is that the chain stores do things better. They have to do things well for they do not dare do otherwise.

Many a chain store manager has lost his position because he did his job in about the manner

Editor's note:—Mr. Christianson delivered this address at the Minnesota Convention, Minneapolis, Minn., Jan. 23, 1936. He is well known throughout the hardware field, having been a merchant and for many years the secretary of the Wisconsin Association. He has been with Ward's four years and brought to the convention the unusual and highly valuable viewpoint of a former hardware merchant and hardware secretary with the opportunities to study at first hand chain store operations.

that some merchants operate their stores. They think their way of doing is good enough. This is not any reflection on the dealer who is doing a good job, but rather on the one who isn't, and the trouble with the one who is not succeeding is that he doesn't always know it.

Right here we have another reason for the syndicate stores doing a better job. When they are not doing well, and they don't know it, there is someone in the organization who does and who will not hesitate to tell them so.

So it crystallizes itself into this, that first one must know he isn't doing well and, second, he must be able through his own ability, or that of others, to correct that which is wrong in the methods and practices within his business. Again we have the need of diagnosis, and then a prescription based upon knowledge of tried methods, which can be depended upon to effect a cure.

About six months ago, I was asked by a well-known merchant, a man who has made more than an ordinary success of his business in the past, but who is now finding it increasingly more difficult to make a profit, just what the independent store must do to be able to survive the competitive pressure of the large syndicate groups.

#### Praise is Desired

This was not an easy question to answer. I could have given one kind of an answer, but I didn't. Remember it is always easy to be popular with any man or any group by agreeing with the questioner's viewpoint. It's human to crave endorsement of one's opinions and practices, and frequently questions are asked just to get someone to concur with your views.

But not so with this merchant, who inquired in all sincerity. If you think this man was unduly exercised over this, you should know the facts before passing judgment. Less than two weeks after this conversation, a hardware store of the mail order type, was opened up in this city. This store will do \$60,000 volume a year in hardware, auto acces-

sories, tires, paint, roofing, house-wares and farm equipment. Sixty thousand dollars taken away from this merchant and other like stores. So I answered his question to the best of my knowledge by setting up five different things that I felt would go far in bringing the independent dealer up to chain store efficiency.

#### Required for Efficiency

I will give these to you one by one, and discuss each in the light of my experience as a retail hardware merchant, as association Secretary, and finally as a Merchandiser of hardware, paints, implements and auto accessories for a large group of stores (108 in number) located in 8 states in the Northwest.

### 1. Reduce Inventories to Staples or Near Staples, as All That Store Should Carry.

My first reaction when entering the chain store field was the meager assortment of merchandise carried in the various lines whether hardware, paint, farm equipment, or others. I could not conceive that the stores in which I had to work were not losing much business from incomplete assortments and from short lines.

I could see myself boosting the company's sales volume immediately by leaps and bounds by adding to the lines both sizes and kinds not carried in stock at that time. This would have meant increasing the store inventories by 25 to 50 per cent, and thus cutting down the profit possibilities, unless increased sales resulted.

Since then I have learned that this would have been done much to my sorrow. I would have run into many of the various complications arising from slow movement of merchandise, which by the way has a most unwholesome effect on profits.

The steadying influence, the stabilizing so to speak, in the high officials of the firm, who persisted in asking "why" at every turn, soon put me on the right track, and I in turn began questioning my own suggestions before making them.

Today I can go into an average hardware store and cut out at least 20 per cent of their inventory, and do more business and make more money after this was accomplished. And why not? Money is made by selling merchandise, not by carrying it.

I wonder if you have a ready answer for the "why" of everything you do. For instance, why do you carry seven price lines in hammers when three will take care of your various classes of trade, and so on? There is much in every store in the way of merchandise, and methods, that wouldn't stand up under the searching analysis involved in finding an answer to that little pest of a word, "why."

Finally I won approval of a considerable number of items to add, several hundred to be accurate, which were immediately placed at the disposal of the stores. My guesses were fairly well made in many of these. Other items suggested I found moving much more slowly than I anticipated. Some of these were finally removed from stock, and the stores did not lose business thereby. Remember that all the time I was far within the limits of the assortments, and items, carried by an average hardware store as I had known them.

#### Meeting Demand With Four Sizes

Here is one item that will illustrate what I mean to convey. I was much disturbed over the lack of tin pot covers in the various stores. I knew every hardware store had loads of them in all sizes from  $6\frac{1}{2}$  up to  $13\frac{1}{2}$  or larger.

I secured the listing of an assortment in about fifteen sizes with a display rack to fit. Seventy-two stores were instructed to stock these covers, and then I began to check on reorders to see what sizes were selling best. Experience soon proved that four sizes took care of about 90 per cent of all demand, and now our stock in each store consists of these four selling sizes only. The present stock turns rapidly, and contributes its share to the profits,

but "Oh, what a headache" in getting rid of the superfluous sizes.

Right here I want to make a point which will come up for further discussion later, and that is: This pot cover episode happened one and a half years ago. Today there are no slow moving pot covers in these 72 stores. Those that did not sell had to be moved at any cost. There was no choice. My instructions were specific. So I got rid of them.

May I ask you this question? When you find an item that is not moving, do you immediately set out to get rid of it, or do you just push it over on the shelves and leave it there expecting that through some miracle it will finally create its own demand, and sell out?

That is not merchandising. It is playing store. If you had to move them, you would. But with no one to wield the big stick, it is easy to let things go from day to day. Now is it not?

Point number 2 has a wide bearing upon profit making rather than any increase in sales.

Right here I want to bring out this thought. To be a successful merchant, you must merchandise well and operate well. These are two separate duties and both must be given equal attention.

In spite of this, only one side seems to have been recognized in the past by you merchants when you have been dealing with meeting chain or syndicate store competition.

You have placed all the emphasis on merchandising—especially pricing. Right merchandise and right prices are fundamental. It is a good place to begin, but you must go further. You must operate efficiently and economically.

You can take a lesson from the chains, and that is why I will talk on some phases of operating such as seem to have the greatest bearing on profit-making.

#### 2. Set Payroll Percentages Beyond Which Your Store Must Not Go, and Then Live Up to Them.

By this I mean setting a figure covering all your selling and non-selling help as a percentage on sales, such as you know you can afford, and still leave enough for other expenses, as well as a profit, out of the margin you get on your merchandise.

Payroll (you call it salaries) is a big item in your expenses. It can be controlled even if sales fluctuate. Unless it is controlled as sales go up and down under pressure of seasons, and varying demand, you can't help but lose money every time your sales go down. What do you think of a total payroll expense as low as 5½ per cent and from there on up to 7 or 8 per cent? That is the kind that produces profit. From 10 per cent and up it becomes dangerous. That does not mean equalized over the year, but whenever it reaches a high point of this figure.

When the independent merchant pays about as much for the same, or identical merchandise, as the chain store is selling it for, then something is radically wrong. I do not imply that the chain store pays too little or the independent too much, considering the conditions which surround the distribution of merchandise, through these two channels. Both are justified, under their present set-up. The two methods are not competitive, however.

If 10 per cent was your maximum beyond which you could not go, and if you had records which showed you each week just what the relation of this very important figure was to your sales, what would you do if the figures began to creep up beyond this and you knew you were losing money? Maybe losing a little one week wouldn't be so bad, if it wasn't for the fact that this loss might equal your next week's profit, so at the end of the two weeks you would not have anything left. Surely you would not sit there and do nothing about it.

Chain stores do not allow store managers to have many losing weeks. If the payroll goes up until the percentage to sales is too high, it is brought in line. Again, there is no choice. Figures coming into the central office must show that something is being done about it. A reorganization of personnel is made, if necessary. Cutting down the force or bringing in new men at a lower figure may be resorted to. Again, payroll is brought under control and the store continues to show profit. The important part of this is that

it is done. There is always a way when you have to do a thing.

I know what many of you are thinking about—"Those cold-blooded corporations—They can do it but I can't." There is no such a thing as can't—if you must. It would be more heartless for a merchant or a corporation to continue losing money until they were broke, leaving a group of faithful employees without any way of making a living. Is it not better to reduce their earnings somewhat and be able to assure them of an income in the future, even if slightly less than their present earnings?

I have watched this controlling of payroll percentages so as to keep them below the danger point for several years, in over 100 stores, and I know it can be done and without any great sacrifice on the part of the employees. I wouldn't care to employ a man who was indifferent to my success-who did not care whether the business that was contributing his earnings was losing money or not. By analysing your expenses weekly and bringing them in line with your sales, you will have taken the first real forward step towards making a profit in your business.

Number three has to do with "Set Up a Markup by Lines Such as Will Result in the Necessary Gross Margin Needed to Cover Expenses and Show a Profit as Well."

It is too well known to need any argument that you can't mark all merchandise so as to carry the same gross. But you can equalize it by lines with an occasional variation by items. Just so the gross on your housewares, for instance, remains at a certain figure.

How to do this is very simple. Every merchant has enough competitors so he does not need to worry about what he is going to ask for merchandise. He can't get any more than the dealer across the street, whether it is a mail order store or a private owned chain. If he is a smart merchant, he will not attempt to set prices that are higher than his competitors. It does not do any merchant good. Sometimes we are out of line until some customer points out to us that we are higher than someone else.

After figuring the markup needed in each line to bring you in the necessary gross, all you have to do is to deduct this amount from your selling prices, and the balance is all you can afford to pay for the merchandise.

Listen to this: If you are a good (Continued on page 108)



# Aggressive Policy Adopted by Philadelphia Hardware



Interchangeable table tops enable entire table displays to be moved about as desired without disarranging the displays

HE new Madway's Hardware Store, at 5712 North Broad Street in Philadelphia, has been open for business less than a year and a half. Yet this establishment is already being enlarged by 2500 square feet of floor space, to more adequately fill the needs of its many customers.

The secret of this tremendous success in such a short period may be relegated into two principal factors. The first is the location. The store is situated in a new and thoroughly modern business section that has sprung up near the terminal of the Philadelphia Broad Street Subway. Not only is this a thickly populated district in itself, but the thousands of commuters from the outlying suburbs, who use the subway to and from the city, must change at this point for their

buses or surface cars that take them beyond the end of the subway line. Accordingly, all these people are potential customers of Madway's.

#### **Policies**

The second, and most important factor leading to the business success of the Madway store are the clever and unique merchandising policies for which this store has become known. Meyer D. Madway, who runs the business, keeps the name of Madway constantly before his potential customers. In fact, the name of Madway has reached a great many more people than the immediate territory, having received excellent publicity in even the New York City newspapers.

When his store was first opened, Mr. Madway installed large pla-

## Madways Noticed by Newspapers in New York and Philadelphia

card ads in the subway cars. These were not small signs lost among the many near the roofs of the cars. Instead, his placards were placed on the walls near the doors, at eye level. This advertising was run for several months, so that the subway rider is very unobserving indeed who is not familiar with the name of Madway.

To supplement these car ads, Mr. Madway placed extensive newspaper advertisements. In addition he distributed 100,000 complete catalogs in all the sections from which his store would draw. As a consequence of this extensive and well-placed advertising, Madway's jumped before the public eve with a bang.

Then the store itself presents an appearance that speaks the last word in modernity. The blue and silver front borders three large show windows and two main entrances. As would be expected, these show windows are changed weekly, and are used to remind of seasonal trends.

The inside of the store consists of one large rectangular room with 5000 square feet of floor area. There are no columns or wall offsets to mar this area. Practically all the displays are on flat tables and in low wall cabinets. Mr. Madway does not believe in keeping a cellar full of stock. Except for strictly season al merchandise,



"The Evolution of Tools," a mural by Bertram Goodman, an outstanding feature of the Madway Store in Philadelphia

every bit of his stock is in the store on display. Such vast displays lead to an increased turnover and facilitate keeping records for restocking.

Another factor that has increased customer purchases is the policy of keeping all floor displays below eye level. Thus a customer in any part of the store has a clear view of every section. A display in

the farthermost corner may catch his eye and lead to an additional sale.

#### **Display Tables**

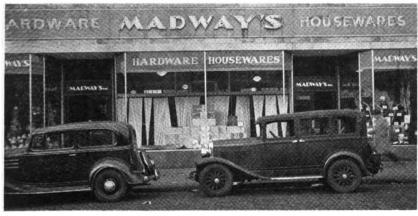
An interesting feature of the store are the display tables. These were built from Mr. Madway's own design. The glass facing that extends around the edge of each table is set in a groove, so that a com-

plete view of the articles displayed can be seen. This is in contrast to the tables used by many stores where a wooden shoulder extends up to hold the glass, thereby cutting from sight a good section of the display.

An even more interesting feature of the tables, however, is the fact that all table tops are interchangeable. For instance, if it is desired to move a table display from the rear of the store to the front, it is unnecessary to tear down any part of the display. Instead, the entire top of the table is lifted out and carried to the other table, the display moving undisturbed. What a timesaver this is can be well appreciated by the dealers who must completely dismantle all table displays that they move.

The wall cabinets are of the modern type, built low so that little of the displays are above the eye level. The tool and hardware section extends half the length of

(Continued on page 150)



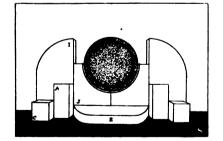
Plenty of window display space helps call attention to Madway's.

The front is blue and silver.

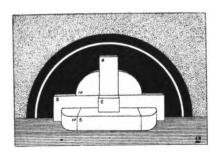


# Spring is Just Around the

OREWARNED is forearmed, and advance ideas that you can use for luring the customer's dollar into your hardware store are doubly valuable. When the first buds are beginning to show on the trees will be too late to begin planning your spring windows. Now - during these long winter evenings—is the time for the display man to be turning over in his mind the "knockout" displays that will seem to be lastminute ideas that appeal to the home owner who is looking for needs and wants in the hardware store. True, he will come to you for those items that demand supply at the time, but your job is to present so many and varied items that he will buy far more than he



Here are the interchangeable fixtures for these displays ready for the merchandise.

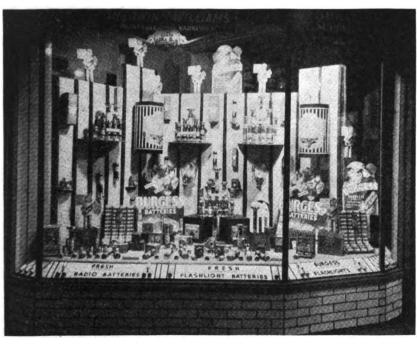


had any idea of purchasing. That is the whole idea of display as practiced by those big competitors who seem to get the public in the habit of shopping in their stores.

You can build up the habit of shopping in your hardware store by anticipating the seasons, special events and holidays and working them into your window displays. This department of HARDWARE AGE is designed for just that purpose, so that you may, without undue time and effort spent in planning ideas, present your seasonal goods in the most appealing way that our artist-display man is capable of. With this issue we have advanced the suggestions so that you will

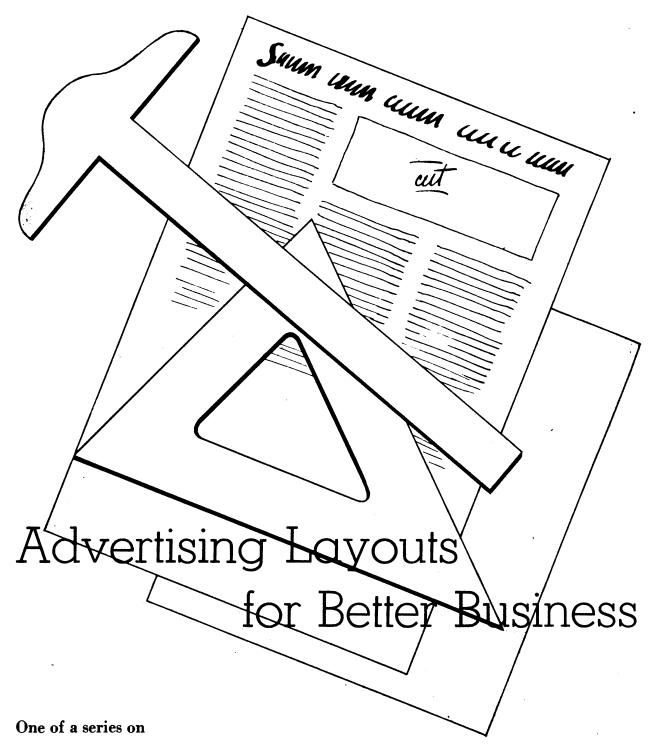


# Corner-Get Ready Now



Excelsior Springs (Mo.) Hardware Co. using Hardware Age interchangeable fixtures.

have time to plan their arrangement and, in addition, you will find the HARDWARE AGE interchangeable display fixtures a great help in cutting down the time required to dress these windows. Here are presented the skeleton arrangements so that you may see them as they appear before the merchandise is placed upon them. They, of themselves, form a good composition and the merchandise appears at its best when presented with the fixtures as a background. You can obtain a set of instructions for building these fixtures without any obligation if you are a reader of HARDWARE AGE. Thousands have already obtained these instructions and there are ample supplies available. If you have not sent for yours, do so today.



## A Simplified Method of Layout Design

### By E. H. BROWN

HE layout bears the same relation to an advertisement that the foundation does to a house. If the layout is well designed and substantial, the structure erected upon it will withstand the storms of competitive advertisements, will attract and hold the

### I. Triangles in Layout Construction

reader's restless eye, and, other things being equal, will result in drawing customers to the advertiser's place of business, in creating additional sales. Conversely, if the advertisement is built upon a poorly designed layout or upon none at all, it is liable to be like

the house built upon the sands—disappointing in its results, to say the least.

Outside of advertising circles, layouts appear to be a deep mystery, or, if the term is understood, it is often assumed to be merely a technical term invented to disguise

a really simple process, just as morbillium is the Latin word used by physicians for the old familiar measles.

Layout, however, is not quite so simple as that. True, it is the skeleton upon which the flesh of the advertisement is hung, but as the framework is good or bad so will the final advertisement be weak or strong. The prime function of the layout is to get the reader's attention. Getting attention is the first step toward selling, the object of all advertising.

Basically, the layout is concerned solely with design. It has nothing to do with the language used in the headlines or text: by design and arrangement it does attempt to show the proper and most effective locations for those headlines and text, as well as for the illustrations. It does not enter into the selection of what shall or shall not be advertised: it does try to display the chosen merchandise or service most attractively. It has nothing to do with the prices at which the commodities shall be offered: it does aim to bring those prices effectively to the attention of the readers.

There have been almost as many methods advanced for the construction of good layouts as there have been solutions offered to the problem of what to do with used safety razor blades. All of these methods are excellent so far as they go, but most of them are so complicated that the layman finds difficulty in mastering them and applying the knowledge. Further, many of these methods aim solely at layouts for large advertisements or magazine advertisements, thus having comparatively little value for retail merchants and other nonnational advertisers. Hence the subject, instead of having been clarified, is for the vast majority of users of advertising space still shrouded in the original veil of mystery. Advertisements continue to be prepared in a hit-or-miss fashion with little regard for basic principles of design.

#### A.B.C. of Layout

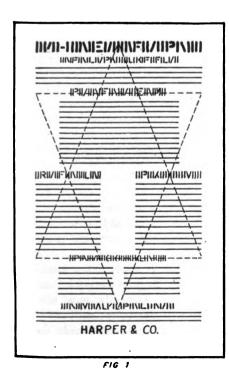
The method of constructing layouts presented here is offered in the hope that the subject may be made as simple as A.B.C. The author admits that the experienced advertising man rarely resorts to geometrical forms in designing his advertisements. This is not, however, because those forms are wrong, but because the advertising expert knows instinctively the proper places in the advertisement for effective display. The reader who masters the simple method presented here will soon find him-

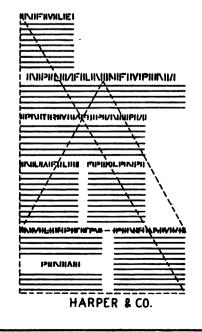
self possessed of that same instinctive facility.

Many beautiful and effective layouts may be designed which will not conform to this method of construction. But these are exceptions, and it must be pointed out that every advertisement built upon the geometric system will result in a well-balanced advertisement attractively displayed whether it is prepared by the professional advertising expert or by the layman. In addition to its simplicity and its unfailing success, the geometrical method is applicable to all types of advertising - magazine, newspaper, trade paper, booklets and catalogues: in fact, to the entire gamut of printed advertising.

Whether consciously planned or not, practically all effective advertisements follow a geometrical pattern of some description. The pattern may be simple or complex, it may leave the realm of figures and enter the world of the "steelyard balance," but almost invariably it is there. Whether the advertisement runs long on white space and short on text, or whether the reverse is true; whether the advertisement is generously illustrated or is without pictures; if the adver-

(Continued on page 122)





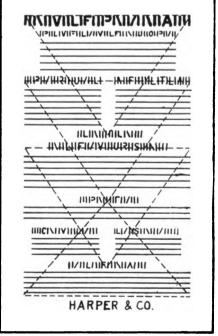


FIG 2

FIG. 3

# The Danger of Direct Buying

By H. A. CHURCH\*

General Manager, Lux Visel,

Inc., Elkhart, Indiana

URING 1935, national income in America was over 7 billion dollars "short" of a normal prosperous year, according to available statistics.

Compared with a nine billion dollar shortage in 1934, and an eight billion dollar shortage in 1933, the past 12 months have reflected a substantial improvement in general business and economic conditions.

Yet, compared with a shortage in national income of nearly six billion dollars in 1932, the past three years have proven to be more troublesome, than any similar period in the entire economic history of America.

During no other similar 3-year period has national income fallen short of normal requirements by the grand total of nearly 24 billion dollars. Neither have we, as a nation, tried so many experiments with economic distribution and credit, as during the past 15 years.

Back in 1920, we decided to experiment with the distribution of merchandise and eliminate the middleman (jobber) by delivering goods from the producers direct to retailers, as a means of saving money for the consuming public. In simple terms, we were told that items selling for \$3 could be cut to only \$2 and we could put the \$1 saved in

\*From an address to the Iowa Retail Hardware Association.



H. A. CHURCH

stocks and bonds and live happily on the interest from our savings ever after.

Rather than carry this saving around in their pockets, and to show their appreciation, the consuming public decided to "invest" its potential surplus funds in subdivisions, apartment houses, and stocks and bonds beginning in 1925, making their first acquaintance with the bond salesman and stock broker.

Logically enough, if the nation could live and prosper on the interest from its own savings, why not use paper "credit" to buy more stocks and bonds on margin, and thereby get rich more quickly. That opened the way for the next economic experiment, beginning in 1927, using the people's "bank deposits," as a means of private credit.

Apparently, not every person in America had been benefited by the new experiment with direct buying and free credit, so in 1933 we decided to do something for the forgotten man.

If we could have prosperity by eliminating the middleman (jobber), why not eliminate or curtail the hours of labor; the production of wheat, cotton, corn, hogs and other livestock; and have a greater abundant life.

Because the middleman had previously closed up his place of business, moved out and joined the unemployed classification, without receiving rent for the property he vacated, that was no good reason why the farmer should do likewise. He demanded pay for his part of this new kind of prosperity.

Since the consuming public was supposed to benefit by the first experiment, they should not object to an extra tax on everything they now buy, including food, clothing, shelter, fuel, transportation, water and the air they breathe to raise the money farmers demanded as rent for their curtailed crops and idle lands.

As in all untried new economic experiments, the consuming public usually suffers. Instead of saving money by eliminating the middleman and buying direct, the American public lost over 40 per cent in wages and profits; went broke sometime during the past 15 years; and now need help to pay their rents and taxes, too.

Now, let us apply a few sound business principles to prove that to be a fact, using the most simple form of elementary arithmetic.

Since distribution is simply the "converting" and "transporting" of natural resources from the

farms, mines and factories, into tangible and usable commodities, we as a nation of people must live and prosper not from what commodities cost, but from what they bring.

For 106 years, from 1814 to 1920, according to commercial history, with the exception of only four short periods, our national income was about "three times" the value of our farm products, minerals and productive wages.

Almost everything we possess; every highway; every railroad; every home; every building; and all of our national wealth was created under a "three times prime cost" distributing system, and how can it be otherwise?

Normally, there are approximately 25 million "prime" producers in America, engaged largely in the operation of farms, mines and factories. (The 1928 Government figures quoted the total as 24,675,000.)

The same source of information quoted approximately 50 million "non-prime" producers, including the housewives not otherwise engaged, government and railroad employees, real estate operators, bankers, brokers, merchants and professional people; including school teachers and domestic help.

By simple addition, 25 million "prime," plus 50 million "non-prime" producers, equals the 75 million adult population of the United States of America. Likewise, three times 25 equals 75.

Does that not prove that three times the prime cost of everything produced in America must be the average retail price, otherwise someone must go hungry?

#### Sets Up "Two-Times Prime Cost"

Securing merchandise direct from the producer in drop-ship-ments, but invoiced at the job-ber's bulk lot cost, or less, naturally eliminates the wholesaler and his employees from any part of the retail price that such "direct shipment" might bring, and sets up a "two times prime cost" distributing system.

This means, for example, that an article costing \$1 to produce (prime labor and material cost) must retail for \$3 (three times prime) . . . the distributing system that buys direct and brings in only \$2 for the items (two times prime) naturally deprives someone of the other \$1 as wages; cuts national income by one-third; and creates unemployment.

That is the direct buying method by which thousands of retail stores found it possible during the past 15 years to feature advertising slogans, such as . . . "we sell for less . . . be thrifty . . . trade here and save," . . . yet, the more the public saved, the poorer the public got.

Prime costs during 1935 including the "value" of the farm products, minerals and producing wages, total about 19 billion dollars

Multiply that by a factor of "3" and national income during 1935 should have been 57 billion dollars.

#### **National Income Cut**

Yet, national income last year was cut to less than 50 billion dollars, which was 7 billion short, because about 40 per cent of our commodities were distributed through the "two times prime cost" direct buying system.

Since this shortage in national income during 1935, represented the needed funds to give 10 million people regular jobs (wages) we simply borrowed the equivalent to feed them, through AAA, TVA, CWA, PWA and WPA projects, and burdened the independent retailers with the job of collecting all forms of new taxes, in the hope of recovering the difference. How can we pay taxes to maintain governments plus the cost to support a vast army of unemployed, and still have prosperity? We can't, and here is the proof.

In 1935 it cost about 22 billion to provide food, shelter and clothing for America; 19 billion for prime costs; and 16 billion taxes to maintain our Federal, State, school, city and town governments. Add that together, and it totals 57 billion dollars.

Since we received less than 50 billion as national income, forcing us to borrow the difference. does that not prove that the "two

times prime cost" direct buying system must go, or we must decide to pension, not the old folks alone, but the younger folks,

It differs little on what standard we set the value of the dollar, money inflation could give only temporary relief; the "two times prime cost" direct buying system could only force national income to a lower ratio regardless. The direct buying system makes it much more difficult to earn a new dollar and keep it. In fact, it actually takes dollars out of circulation by cutting the retail price, which in the end only cuts national income.

Happily, the business cycle turned when the index basic commodity cost increased over 30 per cent greater than the price differential formerly enjoyed by the "two times prime cost" direct buying system. No longer can that system compete with independents who draw their merchandise from the wholesaler's low cost warehouse stocks.

Proof of that comes from a press report dated December 23, 1935, crediting the president of the A & P with a well thought out program that will help solve much of the difficulty. He says in part.

"The fairest and most workable plan would be to sell our stores to local managers in states where discriminatory taxes are passed, and enter into the wholesale food business."

## Should Pay An Equalization Fee

Almost 350,000 retail stores in America operate on the "two times prime cost" direct buying system, with annual sales totaling almost 16 billion dollars. Since these stores are directly responsible for the 7 billion shortage in national income during 1935, which created more unemployment, they should be willing, in the spirit of patriotism, to pay an equalization fee of not less than a 10 per cent tax on their sales which would help recover one-fourth of the shortage.

Going into the wholesale business will, of course, better solve the problem for possibly 50 thousand of the "direct buying" stores.

(Continued on page 118)

# How They Like It!

# What readers say about the Hardware Age Catalog and Directory Number

#### Standard Ready Reference

PORTLAND, ME.—The Directory was received in perfect condition, and is exceedingly useful for a quick reference. It is kept in the file of catalogs used every day, and has become a standard with us as a ready reference.

J. H. DAY, Vice-President, Emery-Waterhouse Co.

#### Valuable Asset

FORT WAYNE, IND. — It is always a pleasure to receive the Directory issue of the HARDWARE AGE, as it has proven a very valuable asset to us.



This particular issue is used several times a day in our business, and we find that it has saved us several days time in getting the necessary information on a number of articles, particularly those pertaining to special or repair items that we are called upon to furnish from time to time.

We hope you will continue to publish this issue and keep us on your mailing list. Thanking you for the cooperation, we are

O. M. Woods,
Merchandise Manager,
Wayne Hardware Company

#### **Marvelous**

HOUSTON, TEXAS—My copy of "Who Makes It?" received in



good order and it is a marvelous edition. I use it very often.

H. W. WILK, H. W. Wilk Hardware

#### **Best to Date**

DECATUR, IND.—This issue of THE HARDWARE AGE Directory will be kept close at hand during the balance of 1935 and during 1936 until the next Directory issue is completed by you. Your September 26th issue appears to be the most complete that you have compiled to this date, and it contains much information of value to the hardware wholesaler, as well as to the hardware retail merchant.

Of especial interest to us is the

table of manufactured hardware values and of iron and steel values. For the retail dealer, the price charts on screen wire, rope and sash cord will be of direct value.

The Harmony Color Chart will be a sales assistant to every paint department if used properly.

Every retail hardware store and every jobber and wholes aler should consider your September 26th issue as an important book of reference.

The Directory reached us in first class condition; and, we assure you that we are glad to own a copy of it. If, by chance, you have a surplus supply of these records, we should like two additional copies.

A. H. GERBERDING, The Schafer Company

#### Arrived in Good Condition

LOWELL, MASS.—We wish to say that we received our copy of "Who Makes It?" in good condition.



We find it very useful in locating manufacturers and consider it one of the best sources of information that we have in our files.

E. P. PARKHURST, President, Bartlett & Dow Company

HARDWARE AGE



#### **Buyers Benefit**

PITTSBURGH, PA.—Please be informed we have received the Directory of "Who Makes It?" issued by the HARDWARE AGE, dated Sept. 26, 1935, and have turned same over to our purchasing department for their attention.

This book is put up very nicely and is full of information, and we believe our buyers will benefit by receiving this copy, for which please accept our thanks.

> M. E. GOLOMB, Treas. & Gen. Mgr., J. A. Williams Company

#### Condensed

CHILLICOTHE, OHIO — It appeals to us because it is condensed,



contains only Hardware and kindred items. Thanks.

A. E. HERRNSTEIN, Chillicothe Hdwe. Co.

#### In Right Hand Drawer

BATON ROUGE, LA.—Have received the Directory issue. The writer thought so much of it that he placed it in the right hand drawer of his desk so he could reach for it any moment. I filed the last issue and replaced it with the 1935 issue and I am sure it is going to be most helpful; in fact, when one gets accustomed to a Directory of this kind, he is lost without it.

Words are inadequate to express our appreciation of how much we are pleased with our copy of this Directory.

JOHN K. DYER, Doherty Hardware Co., Ltd.

### **Everything in One Book**

LAKE FOREST, ILL.—The "Who Makes It?" issue of HARDWARE AGE is everything in one book. We use this handy volume about a dozen times a day and feel that it

is a valuable asset to the daily routine of business.

O'Neill Hardware Company

#### Complete

PUEBLO, COLO.—This will acknowledge receipt of the HARD-WARE AGE Directory number, titled "Who Makes It?". The book has the appearance of being rather complete and will undoubtedly be of help in finding the manufacturers of certain items.

Assuring you of our appreciation of the book, we are

J. M. Holmes, Holmes Hardware Company

#### Complete, Compact

DULUTH, MINN.—I can readily see after quickly looking through the Directory, that it is going to prove very useful, and I think that you and your associates are to be congratulated on the completeness, the compactness and general excellence of this issue.

I prefer to reserve until later any suggestions or further comments, as I have not had an opportunity to consider this as closely as I want to later on.

P. M. COWAN, Mgr. Gen. Hdwe. Dept., Kelley-How-Thomson Company

#### An Improvement Over 1934

FAYETTEVILLE, ARK.—We have received the "Who Makes It?" issue of HARDWARE AGE, in very good shape through the mail.



We think very much of the issue, and use it very much. We think it a very complete piece of work and shows very much well-centered effort on the part of HARDWARE AGE. It is an improvement over the 1934 issue, and hope we get to receive the 1936 issue next year.

BERT LEWIS, Lewis Bros. Co.

#### **Has First Call**

Green Bay, Wis.—It is used almost daily and because of its convenient size has the first call when we are looking for information.

R. E. St. John,
Morley-Murphy Company

#### **Used Frequently**

HACKENSACK, N. J. — A very useful book. We use it frequently looking up manufacturers.

Romaine Hardware Co., Inc.

#### **Used Daily**

CALUMET, MICH.—We find the Directory very valuable and use it almost every day.



Trusting that you will continue to put out this directory, we are

O. W. KECKONEN, President, Keckonen Hardware Co.

#### Beneficial

DETROIT, MICH.—We appreciate this Directory very much indeed, and think that it is very creditable to the HARDWARE AGE to publish a Directory of this kind. It certainly should be very beneficial to every one engaged in the hardware business, and we thank you very much indeed for furnishing us with this information.

A. H. NICHOLS, Buhl Sons Company

### **Every Store Needs It**

St. Louis, Mo.—Wish to advise you that we received the book "Who Makes It?" in very good condition.

We have the opportunity of using this book often, and think it is a very fine publication—it should be in every hardware store.

BERNARD G. GUDE, South End Hardware Company



# HARDWARE AGE FIFTY-YEAR CLUB

EN who have given a half a century or more of service to the hardware business merit some special recognition, as well as the acclaim of the entire industry. The Hardware Age FIFTY-YEAR CLUB is dedicated to that purpose. There are no dues, obligations, rituals, conventions, or assessments, and men who entered the hardware business prior to 1885 are eligible. HARDWARE AGE salutes these half-century veterans and will welcome additional members:

GEORGE HOUSTON HARPER entered the hardware business in May, 1893, and has since become one of the best-known hardware men in the country. As a salesman for the National Enameling & Stamping Co., with his head-quarters at 1901 Light St., Baltimore, Md., he has always taken an active interest in trade conventions, and has a record of attendance at such gatherings that has few equals. He was present when the American Hardware Manufacturers Assn., was organized at Cleveland, and has missed only one meeting of



GEORGE H. HARPER

the National Wholesale Hardware Assn., and but two conventions of the Southern Hardware Jobbers Assn. He served for many years as chairman of the Entertainment Committee's of all three associations. His name is inscribed on the Roll of Honor of the Old Guard of the Southern Hardware Jobbers Assn., of which organization

(Old Guard) he is a past president. Most of the more than 50 years he has been affiliated with the hardware industry have been spent with Nesco. An article published some years ago in a New York magazine stated that the phrase "Let George Do It" was coined for him. On the occasion of his golden anniversary in the hardware business, a friend expressed the belief that George knew more hardware jobbers than any one in America. At 66, Mr. Harper's hobby has been and is "selling goods."



EMIL G. CLESS

EMIL G. CLESS, city salesman for the Luthe Hardware Co., wholesale, Des Moines, Iowa, entered the hardware business in 1885 as invoice clerk for J. D. Seeberger, who was then a Des Moines hardware jobber and dealer. During the 14 years he remained with that company he served as a general salesman in the retail department, and later as a traveling salesman for the wholesale department. Leaving the company in 1899, Mr. Cless, in partnership with his brother, opened a retail hardware store at Lenox, Iowa. After operat-

ing the business for 11 years, the store was traded for a farm in 1910, and Mr. Cless returned to Des Moines to become assistant sales manager for the Luthe Hardware Company. After remaining in that position for 10 years, he assumed his present position, at which he has been engaged for the past 15 years. When the company was reincorporated in 1918, Mr. Cless purchased some stock in the firm, which he has continued to retain. He has gone through all of the chairs in the Masonic Blue Lodge, and is a district Masonic lecturer, as well as treasurer of his lodge. He is also a member of the M. E. Church, and has been on the official board of the Church for 25 years. His family consists of his wife, three grown sons, and a granddaughter. At 68, his greatest pleasure is in meeting his customers and in making sales, and his hobby is listening to the music of good symphonic orchestras.

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## Who Makes It?

Information regarding sources of supply as provided readers of Hardware Age by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in Hardware Age "Who Makes It?" section or issue.

GREENWOOD, S. C.: Where can we get repairs for the stoves formerly made by the Rathbone-Sard Co., Albany, N. Y.?—Gambrell Hardware Co.

ANSWER: Standard Gas Equipment Corp., 18 E. 41st St., New York City.

MIDDLETOWN, N. Y.: Who makes revolving brass window ventilators for installing in the glass of windows?—Ayres & Galloway Hardware Co., Inc.

ANSWER: Protective Ventilator & Screen Corp., 17 E. 129th St., New York City.

SAUGERTIES, N. Y.: Where can we purchase a printing press that can be retailed for about \$10—P. C. Smith & Son.

ANSWER: Sigwalt Mfg. Co., 2011 N. Lawndalo Ave., Chicago, Ill.

GRANT Pass, Ore.: Who makes the Vasculator glass coffee maker?

—Rouge River Hardware Co.

ANSWER: Hill-Shaw Co., 3112 Desplaines St., Chicago, Ill.

CHATTAHOOCHEE, FLA.: Furnish name and address of the maker of a machine designed for cutting up old automobile tires in forms suitable for use in making door mats.

—I. Kwilecki's Sons.

ANSWER: Fabrix, Inc., 325 W. Huron St., Chicago, Ill.

TEMPLE, TEXAS: Who makes the Ruxton Multi-Vider rule?—Temple Hardware Co.

ANSWER: Ruxton Multi-Vider Vider Corp., 420 Lexington Ave., New York City.

AUBURNDALE, FLA.: Provide names and addresses of several makers of excelsior manufacturing machinery.—Auburndale Hardware and Paint Co.

ANSWER: R. R. Howell & Co., Malcolm Ave., S.E., Minneapolis, Minn.; Indianapolis Excelsior Machinery Co., 421 W. South St., Indianapolis, Ind., and Crescent Excelsior Machinery Co., East Pratt St., Indianapolis, Ind.

POUGHKEEPSIE, N. Y.: Who makes rubber suction gadgets such as hold small devices onto windshields and glass surfaces?—D. D. Davis.

ANSWER: Elastic Tip Co., 368 Atlantic Ave., Boston, Mass.

HUTCHINSON, KAN.: Where can we buy a double dial clock?—The Frank Colladay Hardware Co.

ANSWER: Twinface Clock Co., 551 Fifth Ave., New York City, and Concord Watch Co., 10 West 47th St., New York City.

JERSEY CITY, N. J.: Who makes Carbola, used as a whitewash and disinfectant? — Finkelstein's Hardware, Inc.

\* \* \*

ANSWER: Carbola Chemical Co., Natural Bridge, N. Y.

FAR ROCKAWAY, N. Y.: Furnish address of the manufacturer of Ericson Hi-Speed sanders. — Gem Hardware, Inc.

ANSWER: Ericson Speedmatic Co., Inc., 339 East 23rd St., New York City.

BERWYN, ILL.: Where can we obtain repairs for Ives toy railway trains?—Tom Jansky Hardware.

ANSWER: Lionel Corp., 15 East 26th St., New York City.

DUBUQUE, IOWA: Where can we purchase a punch suitable for punching catalogue pages for a Kalamazoo catalogue binder? — Kretschmer-Tredway Co.

ANSWER: Remington-Rand, Inc., 205 East 42nd St., New York City.

CRESTON, IOWA: Where can we get repairs for a Newport .410 ga. shotgun?—Mahan Hardware Co.

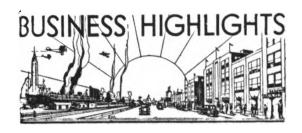
ANSWER: This is a special brand of Hibbard, Spencer, Bartlett & Co., wholesale, 211 East North Water St., Chicago, Ill.

Mansfield, Ohio: Furnish names and addresses of several manufacturers of miners' hats and caps.—The Wagner Hardware Co.

ANSWER: Mine Safety Appliance Co., 230 N. Braddock Ave., Pittsburgh, Pa.; Wilkes-Barre Cap Mfg. Co., Wilkes-Barre, Pa., and Hardscog Mfg. Co., Ottumwa, Iowa.

RIDGEWOOD, N. J.: Who makes Furn-X? — Ridgewood Hardware

ANSWER: Acme White Lead & Color Works, Detroit, Mich.



# HOW'S the

#### ADVANCES BECOMING EFFECTIVE

Door Checks Perfection Oil Gates Plumbers' Oakum Pottery Plumbing Ware Star Expansion Bolt Anchors, Etc.

#### DECLINES BECOMING EFFECTIVE

Cotton Sash Cord Oiled Clothing
Micklin Corners Seine Twine, Etc.
Safecote Rubber-covered Wire

February 13th 1936

#### ADVANCES BEING ANTICIPATED

Builders' Hardware

Sweat Pads

Star Expansion Bolt Company have issued a new discount sheet, effective February 17, including several advances in the prices of bolt and screw anchors and shields, the second mark-up from the October, 1932, levels. New prices to the trade are as follows, with lists unchanged:

Tampin Machine Bolt Shields—60 per cent, formerly 65 per cent.

Loxin Galvanized Shields—65 per cent, formerly 65-10 per cent.

Sebco and Stariag Lag Shields—75 per cent, formerly 72½-20 per cent.

Scruin Screw Anchors—72½ per cent, formerly 75 per cent.

Other changes were made on less staple items, but prices were not changed on Slugin bolt anchors, concrete inserts, Dryvin nail anchors, Springin toggle bolts, or on drill points.

The price-drop on cotton sash cord, mentioned in a previous issue, has varied from one cent per pound on competitive grades, to four cents per pound. The well-known Samson Spot and Silver Lake sash cords were reduced four cents, which represents the approximate amount of the former processing tax. Wholesalers have received mark-downs of about 10 per cent on seine twine, trot lines, and staging twine. Oiled clothing has been reduced about 10 per cent. Quotations on plumbers' oakum were raised 10 per cent.

In line with the advance, recently reported, of 10 per cent on plumbing enameled ware, a similar

mark-up is now in effect on pottery-ware items.

All leading manufacturers of door checks or closers have announced a 10 per cent price increase, effective February 10, following the mark-up which occurred last year. There is a very firm price tendency throughout the builders' hardware market.

A 10 per cent advance was placed in effect February 1, on Perfection oil gates.

Makers of rubber-covered wire, operating under Safecote licenses, placed in effect on February 1, reductions ranging from 5 to 13 per cent below the previous printed schedule. This was a defensive move against the price-cuts which had been offered by certain nonlicensed manufacturers, and which had been weakening the regular price structure. There is still a continuance of the price war on outlet and switch boxes and covers, which is causing some below-cost quotations on certain items.

Sweat pad makers and their jobbers have been through a recent very low price period on pads, reported by some sellers as causing serious losses to those who were trying to meet all competition. Quotations are still very low, but are steadier, and higher prices are said to be in prospect. Material costs are

higher, the decline in the cotton covering fabrics being more than offset by a sharp rise in the cost.

The Micklin Mfg. Co., Omaha, Neb., manufacturer of Micklin self-squaring corners for window screen frames, etc., has announced a price reduction which places this product in the competitive field for the first time. At the same time the Company has made a counter display and other dealer helps available to retailer.

Bicycle sales for spring delivery have been very heavy, and while cold waves have lessened the urgency of immediate calls, makers are preparing for another increase over last year's gains.

Quotations on denatured alcohol, of regular grades, were reduced four cents per gallon on January 31. There was no change at that time on Super-Pyro, or other special grades.

Hardware stores in some areas do a large supply business with neighboring fur farms-particularly on heavy nettings, hardware cloth, and fence posts. The fur industry is very active, and is accounting for large tonnages of these supplies. The agricultural department has lately reported that silver fox farms will produce more pelts this year than last. Last year the total for which the pelts were sold by fox farmers came to within almost half a million dollars of the 1928 total, but they had to sell almost three times as many pelts for the price. Last year 170,000 silver fox pelts were sent to market. They brought fox farmers \$7,114,500, compared with \$7,719,600 paid for 60,000 pelts in 1928. New uses for the fur, and a steady consumer demand have made the raising of foxes in captivity an important industry. About half the pelts are produced in Wisconsin, Minnesota and Michigan, but foxes are raised in most northern states.

Hardware stores with efficient heating and plumbing departments

# HARDWARE Business?

are watching the fast-growing popularity of air-conditioning installations, and are getting into line for a share of this new money. Manufacturers participating in the International Heating and Ventilating Exposition at Chicago, recently predicted a \$750,000,000 business this year for the heating, ventilating and air conditioning industry. They based their prediction on the sales made during the show, the growing interest in air conditioning for home and industrial use, and the fact that most of the large makers of heating, ventilating and refrigerating equipment are entering the air conditioning field. General Motors have recently organized a special division,

(Continued on page 142)

#### Wholesale **Hardware Collections**

CHICAGO—The per cent of change from December, 1934, in wholesale hardware accounts oustanding was plus 17.7 per cent; collections were plus 24.7 and the ratio of accounts outstanding to net sales was 183.0 per cent.

ST. LOUIS - General collections during December reflected the high record of efficiency which has marked the past eighteen months. Representative interests reported on December collections as follows: fair, 42.2 per cent; good, 51.0 per

IAN L	5%
FEB	7%
MAR	7%
APR	5%
MAY	4%
UNE	2%
ULY	18,3%
AUG	14%
EPT I	16.4%
OCT TOC	14.8%
101	16.5%
DEC	18.7%

Per Cent of Increase or Decrease in 1935 Wholesale Hardware SALES compared With Corresponding Months of 1934. (National Averages.)

Of December	,35 Wholes	Az: BlacKboare ale Hardware Sales As Reported To Federal	stocks.
Bank Supplying Information	Sistrict Served By Bank	% Lake Increase Or Decrease Dec'35 Compared to Dec'34:	Fostor Frence Or Secretar Bre '35 Compared to Bre '34
Borton	First	Bank Doce Not Compile Bata.	Bank Boes Not Compile Data
New York	Second	+ 8.6	<b>-</b> 7.8
Philadelphia	Third	+17.0	+120
Cleveland	Fowth	+29.5	Bank Doce Not Corepile Bato
Richmond	Filth	+ 5.6	- 2.6
atlanta	Sixth	+19.9	- 7.4
Chicago	Seventh	+25.3	+15.1
St. Louis	Eighth	+14.6	+ 5.7
Minneapolis	ninth	+ 2.0	+ 6.0
Kansas Citu	Jenth	+12.5	+ 5.6
Dallas	Eleventh	+36.9	+ 7.5
San Francisco	Jwelfth	+33.9	Bank Boes Not Compile Bate

cent; excellent, 4.8 per cent, and poor, 2.0 per cent.

SAN FRANCISCO-The percentage of wholesale hardware collections during December to the total amount due from customers (outstanding) on first of month was 50.3 per cent in December, 1935, and 45.5 per cent in December, 1934.

DALLAS—The ratio of wholesale hardware collections during December to accounts and notes outstanding on Nov. 30, 1935, was 52.4 per cent.

1	1 10 15 25 25 25 25 25 25 25 25 25 25 25 25 25
JAN	*
FEB	*
MAR	1%
APR	1%
MAY	0.62
JUNE	**
JULY	25%
AUG	1%
SEPT	4.2%
OCT	6.7%
NOV	6.5%
DEC	3.7%

Per Cent of Increase or Decrease in 1935 Wholesale Hardware STOCKS as Compared With Corresponding Months of 1934. (National Averages.)

\*Indicates decrease of 0.01 per cent.

\*\*Indicates decrease of 0.7 per cent.

NEW YORK - The per cent of wholesale hardware charge accounts outstanding Nov. 30, 1935, collected in December, was 49.4 per cent in 1935, and 48.4 per cent in 1934.

RICHMOND — The percentage of Dec. 1, 1935, wholesale hardware receivables collected during the month was 47.8 per cent.

KANSAS CITY-Wholesale hardware outstandings on Dec. 31, 1935, were plus 4 per cent as compared with Dec. 31, 1934, and minus 5.9 per cent as compared to Nov. 30, 1935. The amounts collected in December, 1935, were plus 13.5 per cent as compared to December, 1934, and plus 14.2 per cent as compared to November, 1935.

PHILADELPHIA — The ratio of collections to receivables in December, 1935, was 39; in November, 1935, was 45, and in December, 1934, was 38.

CLEVELAND — The Federal Reserve Bank of Cleveland does not collate information on either general wholesale or wholesale hardware collections.

MINNEAPOLIS — The percentage of wholesale hardware accounts and notes receivable on Dec. 31, 1935, was 99 per cent of those on the same date in the preceding vear.

ATLANTA — The collection ratio in wholesale hardware was 41.7 in December, 1935; 41.7 in November, 1935, and 40.8 in December, 1934.

News of Retailers, Jobbers and Manufacturers and Salesmen

# **NEWS**

HARDWARE AGE FOR

#### CARLISLE BALDWIN RETIRES AS HEAD OF CABINET LOCK DIVISION OF THE AMERICAN HARDWARE CORP.

Completing a half-century of l service in the lock and hardware business, Carlisle H. Baldwin has retired from active participation in the affairs of the Corbin Cabinet Lock Co. division of The American Hardware Corp., New Britain, Conn. At the time of his retirement Mr. Baldwin was general manager of the Cabinet Lock unit and second vice-president of the parent corporation. He has long been an outdoor enthusiast, and he and Mrs. Baldwin are planning to enjoy the Florida climate for the remainder of the winter.

Mr. Baldwin's association with the Corbin Cabinet Lock Co. began in 1899, when he joined the firm as assistant to George W. Corbin, general manager at that time. He was elected secretary of the company in 1904 and treas-urer in 1905. When George W. Corbin, president, retired in 1907. Philip Corbin reassumed the presidency for a year, and Mr. Baldwin became vice-president and treasurer. In 1908 he became president and treasurer, serving in that capacity until 1912, when the firm was taken over by The American Hardware Corp. Mr. Baldwin was then elected a director and vice-president of the latter corporation and manager of the Cabinet Lock Co. division, which offices he has since held.

Mr. Baldwin writes us that intimate acquaintance in service under the founders of the business has always been cherished by him as an exceptional privilege and guide to the perpetuation of policies that have made the house of Corbin great, and in commenting upon his retirement, he adds: "Fifty years of constant application to business is a long period in the life of any man, and its conclusion justifies the desire for greater personal relaxation than is afforded by the demands of efficient management, particularly in these strenuous times.

"Although personal ownership of a business makes gradual retirement possible and easy according to the desires of the owner, in highly organized corporate ownership these desires can only be realized by more elect officers and a board of trus-

sudden changes and definite shifting of responsibility to those who must carry on. This line of thought prompted my retirement at this time and provides greater opportunities for those who assume the released responsibili-

#### GEO. L. EARLE HEADS NORTH WAYNE TOOL CO.

At a meeting of the directors of the North Wayne Tool Co., Oakland, Me., George L. Earle was elected to succeed his father,



GEO. L. EARLE

the late H. S. Earle, as president and sales manager. John R. Earle, a grandson, was elected treasurer and assistant sales manager, succeeding his father, George L. Earle.

#### WELFELD HEADS CONSOLIDATED STORES

Louis Welfeld was elected president of the Consolidated Hardware Stores, Baltimore, Md., recently. Other officers elected were: John Rafferty, vice-president; Benjamin Gorfine, treasurer: Louis Schilling, secretary; and Carroll Reed, chairman of the merchandise committee.

#### EAGLE HDWE. STORES **ELECT OFFICERS**

Seventy-four members of the Eagle Hardware Stores met in Cleveland, Jan. 10, to hear officers' reports for 1935 and to

tees. J. C. Blaser, president; Al Gould, vice-president; Louis Manthey, secretary, and George Eisenberg, treasurer, were re-elected. The following were reelected members of the board of trustees: Robert Bubna, Harry Kozman, Sylvester Betz, and J. G. Scheurerman. Newly elected to the board were: S. J. Carroll, J. S. Barr, John Smolin, Joe Nemeth, and Harold Neiditz.

#### SUPPLEE-BIDDLE ADDS TO SALES FORCE

The following salesmen have been added to the sales organization of the Supplee-Biddle Hardware Co., Philadelphia, extending their activities in the Metropolitan district: Morgan Morris, Sidney W. Smith and S. Zielstein.

#### SAVOGRAN CO. ELECTS VERNON VICE-PRESIDENT

At the recent annual meeting of the board of directors of the Savogran Co., in its home office, Boston, Franklin Vernon was elected vice-president. Mr. Vernon has been manager of the company's Washington, D. C., office for the last eight years and will continue in that capacity in addition to his new duties.

#### LINCOLN-SCHLUETER CO. **EXPANDS FACILITIES**

Increased sales have made it necessary for the Lincoln-Schlueter Floor Machinery Co. to expand its production and office facilities. The company's offices, at 213-221 West Grand Ave., Chicago, are being enlarged; more space for factory operations has been acquired, and new highspeed production machinery is being installed. The expansion program will enable the company, which is celebrating its fortieth anniversary this year, to keep up with the growing demand for its floor sanding, waxing, polishing and scrubbing machines.

In commenting on the expansion program, Mrs. G. A. Schlueter, president, said that it was due not only to actual requirements, but also to confidence in further improvement in the near future.

Following the death of her husband, Max L. Schlueter, in 1925, control of the company was assumed by Mrs. Schlueter, and the steady progress that has since been made is attributed to her business acumen in the management of the company's affairs.

#### DEMONSTRATION OF ELECTRIC RANGES



In the basement of Atkinson's hardware store, Brooklyn, N. Y., this group of women saw electric ranges demonstrated. The store cooperated with the Brooklyn Edison Company in showing this large group of housewives the advantages of electric cooking methods. After the demonstration the invited guests were served coffee, cake, etc., prepared on the electric range while they listened to the demonstrator.

# THE TRADE

IT BECOMES PART OF THE COMMON KNOWLEDGE OF THE HANDWARD TRADE THE WESTERN THE TURNED WHEN Published in Hardware age

**FEBRUARY 13, 1936** 

#### PAINT MANUFACTURER TO OPEN RETAIL BRANCH

Lowe Brothers Co., paint and varnish manufacturer of Dayton. Ohio, is planning to open a branch retail store, about April 1, in the Smith block at 211 and 213 College St., Burlington, Vt. Renovation of the store space will begin soon. A hydraulic lift will be installed to facilitate transfer of supplies to the basement. New electrical fixture of modern indirect lighting design will be added.

#### MALLEABLE IRON FIRM NAMES NEW GEN. MGR.

Cal. C. Chambers has been appointed general manager of The Southern Malleable Iron Co., East St. Louis, Ill., succeeding V. S. Durbin. Herman N. Brien has joined the firm's staff as sales engineer.

with modern facilities for the testing of materials and manufacturing has been installed with Charles S. Bunting, metallurgist and chemist, in charge. The company has also made major improvements in foundry equipment and methods of manufac-

#### ECKLAND HEADS DEPT. FOR MOREHOUSE & WELLS

H. W. Eckland of Paducah, Ky., has been placed in charge of the industrial department of Morehouse & Wells Co., 805 North Morgan, Decatur, Ill., general and heavy wholesale hardware firm. The company anticipates a heavy demand for replacement and maintenance supplies of all kinds now that industrial activity in most lines is more pronounced. Formerly A plant laboratory equipped this type of business has been many as could to attend.

handled through the firm's regular salesmen, but it is felt that the new plan will be more resultful and profitable.

#### DAVENPORT ADDRESSES PITTSBURGH ASSN.

Edward Davenport of the Stevens Davis Hotel, Chicago, was guest speaker at the Jan. 24 meeting of the Pittsburgh Retail Hardware Association at the Fort Pitt Hotel. Twenty-four members attended the dinner and the total attendance was 38. President L. S. Kelso presided.

The subject of Mr. Davenport's address was, "Sales-How progressive dealers close them." Ernest Johannesen, secretary of the Baltimore Retail Hardware Association was also present. He announced the program of the PASHA convention and urged as

#### BROOKLYN ASSN. SENDS DELEGATION TO CAPITAL

A committee to go to Washington to insure the continuation of FHA financing of major electrical appliances was selected at the monthly meeting of the Electrical Appliance Dealers Association of Brooklyn, N. Y. The meeting which was held Jan. 22, on the roof garden of the Hotel St. George, was attended by 260 dealers.

Herbert L. Carpenter, FHA chairman of the Brooklyn district and Percy Peters and Louis LeWinter, prominent business men and association workers, composed the committee which left for Washington during the week of Jan. 27. The association also advised all connected with the electrical industry to take prompt action on this phase of the FHA by getting in touch with their representatives.

#### HALL CONVENTION WILL BE HELD IN NEWLY ENLARGED COMPANY BUILDING

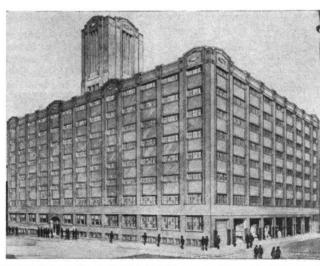
The newly enlarged building of the Hall Hardware Co., Minneapolis, Minn., will be the scene of the Hall convention, Feb. 18, 19 and 20, which will occupy the entire seventh floor. The building, which will be dedicated Tuesday morning, Feb. 18, is expected to draw large crowds.

In all, the new quarters afford 272,000 square feet of floor space. The main office, which is on the eighth floor, is 64 x 150 feet and has an acoustic ceiling, extra large windows fitted with Venetian blinds, allowing a large amount of natural light to enter. Indirect high wattage lamps supply artificial light. The floor is covered with battleship linoleum and the entire office is completely air-conditioned.

Also on the eighth floor is an auditorium with a seating capacity of 600 and with accordion doors on two sides, permitting an attendance of up to eight or nine hundred people. A demonstration or experimental store, complete with a store front, occupies 30 x 64 feet of this floor. Here all new displays, merchandising ideas, together with the actual change of seasonable merchandise will be carried through in the same manner as it should be done in a regular retail store.

In addition, the eighth floor also has a large merchandise display room, a print shop, and a screen process room where all banners, talking cards, price cards, etc., are made.

> The newly enlarged building of the Hall Hardware Co., Minneapolis, Minn., where the annual Hall convention will be held Feb. 18, 19 and 20. The photo below shows a portion of the office quarters of the company.





#### PHILADELPHIA HDWE. MERCHANTS AND MFRS. ASSN. CELEBRATE 50TH ANNIVERSARY AT BANQUET

Some four hundred members and guests of the Hardware Merchants and Manufacturers' Association of Philadelphia sat down to the fiftieth annual banquet of the organization at the Bellevue-Stratford Hotel in that city, Thursday evening, January 30th. Being the golden anniversary of the association, the committee on arrangements, headed by L. Brewster Jackson, of Wickwire Bros., had prepared several unusual features in addition to the customary good dinner and profusion of gifts. In its span of fifty years, the organization has had 24 presidents. Messrs. Paul A. Griffith, Fayette R. Plumb, Jr., E. C. Griswold, S. Horace Disston, E. J. McAleer, Sr., E. E. Chandlee, Joseph M. Hottel and Harry D. Moore. Eight of these are still living, and seven of them were at the banquet. Several years ago, the Association inaugurated the practice at these annual banquets of selecting some outstanding hardwareman who had distinguished himself and the industry he served by conspicuous public service and awarded him a gold medal. Four out of the five "gold medallers" were at the banquet, seated at the speakers' table and wearing their decoration - Saunders Norvell. Robert H. Treman, C. J. Whipple and A. J. Bihler. Colonel Fred H. Payne was unable to be present.

This year, the banquet committee selected the living past presidents for decoration and acclaim. To each was awarded a golden key as emblematic of the esteem and affection in which the association held them. Three of the past presidents were sons of former presidents, and to these three men-Horace Disston, Paul Griffith and Fayette Plumb, a special word of appreciation and praise was expressed by the speaker for so worthily following in the footsteps of their respective fathers. Leslie M. Stratton of Memphis, president of the National Wholesale Hardware Association, made the awards to the past presidents, and he discharged the task in graceful thought and words, accompanied by an intimate knowledge of the personalities and careers of the respective recipients.

The Association also presented a golden key to George A. Fernley, permanent and perpetual secretary of the organization. Mr. Stratton requested Mr. Fernley to approach the speakers' table and to remain standing while he paid a tribute to Mr. Fernley's father, the late "T. J." for his many and devoted years to the





Left: JOHN S. NORTH Right: L. B. JACKSON

service of the hardware industry. He reminded the audience that the Philadelphia organization had had only two secretaries in its fifty years' existence, and they were father and son. He also stressed that the same measure of faithful and efficient service had been rendered by the Fernley family to the National Wholesale Hardware Association, and hoped the family tradition would be carried on. As the two sons and nephew of George were present at the banquet and heard the tribute to their fathers and grandfather, the audience lost no time in expressing its appreciation for the thoughtful and kindly words of Mr. Stratton.

John S. North, of North Bros. Mfg. Co., succeeded Harry D. Moore as president for 1936.

#### GALLAGER HEADS THE NUTMEGGERS

Charles F. Gallager was elected president of The Nutmeggers at their Jan. 8 meeting, City Club, Hartford, Conn.



CHAS. F. GALLAGER

George Ellis and Stanley Mott were elected first and second vice-presidents respectively, and E. C. Sullivan, secretary and treasurer. Directors elected were: past president H. F. Sullivan and E. C. Paddock; directors for three years, H. M. Knapp, W. W. Woodruff, F. B. Atwood and H. W. Murray.

A new resolution was passed

and took effect immediately, gers party will take place at the namely, that the executive year Hotel Bond, Hartford, on March would start with the calendar meeting as has been done. The annual get-together and Nutmeg-

4. It will be a joint party of year and not at the February | The Nutmeggers, Inc., and The Connecticut State Hardware

#### SESAMEE CO. MAKES CHANGES IN PERSONNEL

William J. Mundhenk, former- | manufacturing in Connecticut. ly in charge of eastern sales for In briefly outlining the firm's Trupar Mfg. Co. of Ohio, has merchandising plans, Mr. Mundbeen appointed sales manager of henk said, "Our program is built The Sesamee Co., Hartford, around the strong use of point-Conn., manufacturer of Sesamee of sale material, designed to



WM. B. GREEN. JR.

Keyless Locks. A graduate of Ohio State University, Mr. Mundhenk was for several years associated with the Duro Pump Co., Dayton, Ohio.

William B. Green, Jr., of West Hartford, Conn., has been elected vice-president and general manager and also a member of the board of directors. Mr. Green has had several years' experience in



WM. J. MUNDHENK

speed up dealers' sales. Our responsibility, and this holds true of all manufacturers selling through dealers, is to get the merchandise off retail counters and into the hands of the consumer. We have been studying that problem closely and have been doing considerable testing before announcing our sales program this spring."

#### HDWE. BOOSTERS PLAN ANNUAL ENTERTAINMENT

The Hardware Boosters at their monthly meeting, Jan. 25, at the Hardware Club, New York City, decided to hold another annual banquet and entertainment this year. The Boosters' "Night Out" has been recognized as one of the high spots of interest in the New York Metropolitan hardware trade for many years.

The speakers of the evening were two prominent members, Frederick Pfeifer, The Payson Co., and Fred Scholl, Long Island Hardware Co. Mr. Pfeifer, who was introduced as a member of the HARDWARE AGE 50 Year Club, contrasted the conditions under which salesmen work today with those of his earlier years. His reminiscences of the blizzard of 1888 and of the Johnstown flood, which he narrowly escaped, were particularly interesting. Mr. Scholl delivered a practical talk on the relationship between traveling salesmen and their cusvery frequently the salesman is ACE.

not as well known to the buyer as he thinks he is and Mr. Scholl emphasized the value of using the business card even where the salesman thinks his name and his line are thoroughly known.

A change of meeting date from the last Saturday of each month to the last Friday evening of each month was discussed and it was decided to proceed with the steps to alter the by-laws to make this change possible to go into effect with the first fall meeting.

A suggestion was made and discussed that an organization be formed in New York City that would include members from all branches of the hardware trade. Four new members were received into the Boosters. They were H. J. Strugnell, New York district sales manager of the Remington Arms, Inc.; Daniel Werth, Star Expansion Bolt Co.; Louis W. Appell, Heiz & Heiz, Inc., Brooklyn, and MacDonald Wittomers. He pointed out that ten, associate editor, HARDWARE

#### GOODRICH CO. NAMES NEW CLEVELAND MANAGER

L. C. McGinley has been appointed Cleveland district manager for The B. F. Goodrich Co.. Akron, Ohio, succeeding Roy J. Devereaux, who has been named tire sales manager of Canadian Goodrich Co., Ltd., Kitchener, Ont.

Mr. McGinley has been associated with the firm since 1919. He was division credit manager supervising the work of his departments in the Cincinnati, Detroit, Buffalo, Pittsburgh and Cleveland districts at the time of his promotion.

Mr. Devereaux was first employed by Goodrich in 1914. He had been branch manager in Worcester, Mass., and Grand Rapids, Mich., before his Cleveland appointment, and previously held a number of Goodrich sales positions in the New England states, the Middle West and Canada.

## ALABAMA DEALERS VIEW F. M. REFRIGERATORS

Wimberly & Thomas Hardware Co., Birmingham, Ala., distributor of Fairbanks-Morse Conservador Refrigerators, held a formal showing of the new "C" line of refrigerators at the Tutweiler Hotel, Birmingham, Jan. 24. The meeting was well attended by dealers from all parts of Alabama who expressed enthusiasm for the new line.

W. A. Thompson, manager of the appliance department of Wimberly & Thomas, conducted the meeting. W. R. Ceperly of the Home Appliance Division of Fairbanks, Morse & Co., Chicago, spoke about the firm's background, the establishment of a new factory at Indianapolis, and the future which the refrigerator business holds for Fairbanks-Morse dealers. The sales plans and advertising promotion activities of Fairbanks-Morse were also discussed.

#### OMAHA CLUB REDUCES DUES

In an effort to enlarge its membership, the Omaha Hardware Club at its Jan. 18 meeting at the Hotel Paxton, Omaha, Neb., reduced the dues for all new members. President J. Hardy presided over the meeting which was attended by 18 members.

## DATE SET FOR N.R.H.A. CONVENTION

The 37th annual congress of the National Retail Hardware Association will be held at Atlantic City, N. J., July 20-23, 1936, it

was announced by H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind. Headquarters will be the Hotel Haddon Hall-Chalfonte.

## THE FEDERATED SALES SERVICE INCORPORATES

The Federated Sales Service, 729 Boylston St., Boston, Mass., has incorporated under the name, The Federated Sales Service, Inc. The corporation officers and directors are: Walter A. Allen, president; John M. Sweeney, vice-president and treasurer; Irene L. Kelley, secretary.

The firm was founded in January, 1933, and is engaged in all phases of marketing, especially that of building national sales organizations of manufacturers' representatives for manufacturers.

## BORG CORP. OPENS SALES OFFICE IN MART

The George W. Borg Corp., Chicago, has opened a sales office at 1402 Merchandise Mart, in that city, in charge of R. D. Mock, sales manager of the scale division. The firm has been exhibiting at the House Furnishing Show, the Borg Precision bathroom scale, the first of a series to be announced by the company, all based on the new coined beam principle.

## SALES CONVENTION OF SOUTHERN HDWE. CO.

The Southern Hardware Co., Charleston, W. Va., held its annual sales meeting and dinner at the Hotel Daniel Boone, Jan. 24. The principal speakers included Waldo C. Henson, general manager; Harold T. Johnson, advertising manager, and W. M. Stuart, vice-president and general manager, both of the Martin-Senour Paint Co., Chicago.

## LEASE HUEY & PHILP RETAIL SITE

J. S. North and A. C. Bell have leased for five years practically all of the ground and mezzanine floors in the Texas & Pacific Bldg., Dallas, which were formerly occupied by the retail division of the Huey & Philp Hardware Co., in that city. Huey & Philp now operate on an exclusive wholesale basis.

Mr. North was formerly president of that firm and was associated with it for more than 25 years. Mr. Bell was also connected with the company for more than 20 years. In addition to general hardware lines, the new store will also handle sporting goods, refrigerators and stoves.

#### CELEBRATE GOLDEN WEDDING



Fifty years of married life were celebrated Jan. 13 by Mr. and Mrs. Thomas J. Usher of the Plaisance Hotel, 60th St. and Stony Island Ave., Chicago. They were married in Brooklyn, N. Y., Jan. 13, 1886, after which they moved to Lincoln, Neb. Since 1904 their home has been in Chicago. Mrs. Usher is the former

Jessie Van Valkenburgh. Two children are living, Harold L. Usher and Thomas J. Usher, Jr. Mr. Usher has been active for 55 years in his business connections with the Russell & Erwin Mfg. Co., New Britain, Conn. Commemorating the anniversary a dinner was held at which 36 relatives and friends were present.

## FINLEY NAMED V-PRES. OF UNION FORK AND HOE

Leonard P. Finley was appointed vice-president of The Union Fork and Hoe Co., Co-



L. P. FINLEY

by Edward Durell, president. Mr.
Finley will assist H. F. Zulauf,

Longview, as outside salesman.

vice-president and sales director, in general sales work and will also devote special attention to sales promotion, dealer merchandising assistance and advertising. He will be located at the firm's general offices in Columbus. Mr. Finley was formerly sales manager of the Vaughan & Bushnell Mfg. Co., Chicago, and has had wide experience in the hardware field.

#### W. L. COKES NOW WITH SHERWIN-WILLIAMS

W. L. Cokes, Jr., who has been outside salesman and paint department manager for the Northcutt Hardware and Furniture Co., Longview, Tex., for the past four and one-half years is now with The Sherwin-Williams Co.'s new wholesale and retail store in Longview, as outside salesman.

#### SQUARE CLUB ELECTS **OFFICERS FOR 1936**

At the Jan. 21 meeting of the Hardware Square Club, No. 675, held in the Masonic Temple, 71 W. 23d St., New York City, the following were elected officers: Lewis M. Edwards, American Saw & Mfg. Co., president; George Carstens, Topping Bros., and Harry Kornrumph, Long Island Hardware Co., first and second vice-president respectively; Ralph S. Allen, Diamond Expansion Bolt Co., secretary; Albert Westphal, Corbin Screw Co., treasurer; Frederick Berg, Francis Keil Co., sentinel; and Fred A. Scholl, L.D. Hardware Co., trustee. Retiring President Scholl was presented with a chair.

Announcement was made that the annual shore dinner would be held in May. The next meeting, Feb. 18, will be an open meeting to which all men in the hardware trade are invited. The high-spot of the evening will be a bridge party for the championship of New York City, arrangements for which are in the hands of the chairman of the entertainment committee, Roy Fowler of the Franklin Hardware Co. The game will start at 9 p.m. in the club's meeting room, 1601, and for those who do not play bridge, there will be poker, pinochle, monopoly, bingo, and other games.

#### WATERS-GENTER TRANSFERS MUNGER

J. K. Munger, who has been in charge of the territory including Michigan, Indiana, Ohio, Kentucky and western Pennsylvania for the Waters-Genter Division of the McGraw Electric Co., Minneapolis, has been transferred to the Middle Atlantic seaboard territory. He will make his headquarters in Philadelphia.

J. P. Bosk will take over that territory and will make his headquarters in Detroit. Mr. Bosk was formerly with the General Electric Co., and more recently sales manager of the South Bend Electric Co.

#### DETROIT REX OPENS CHICAGO OFFICE

W. W. Davidson, vice-president and sales manager of Detroit Rex Products Co., 13006 Hillview Ave., Detroit, Mich., has announced the opening of an office at 201 North Wells Street, Chicago, Ill., to serve Wisconsin, Illinois and Missouri. C. P. Anstiss, S. B. Crocks and C. L. Jung have been placed in charge of this territory.

Frank P. Cox has been placed in charge of Alkali cleaners and set of by-laws.

strippers. From his Detroit office he will supervise their sales and service throughout the country. George W. Walter, formerly editor of Metal Cleaning and Finishing, has been appointed advertising manager for the com-

During the past year the firm, formerly known as Rex Products and Mfg. Co., has increased its sales and engineering forces. Its line of cleaning equipment has been expanded and its service in the metal industries has been extended. The company makes Defrex degreasers and solvent machines, Triad and Perm-A-Clor non-inflammable solvents, and Triad Alkali cleaning com-

#### E. E. BALDWIN, SALES MCR. FOR CORBIN UNITS

Ernest E. Baldwin has been appointed general sales manager of the Corbin Cabinet Lock and



ERNEST E. BALDWIN

the Corbin Screw divisions of the American Hardware Corp., New Britain, Conn. He had formerly been manager of the Corbin Screw division.

#### RETAIL ASSN. FORMED IN LONG ISLAND, N. Y.

Thirty dealers from 13 villages in Nassau County, Long Island, N. Y., met at East Rockaway, there, to organize the Nassau County Hardware Dealers Association. Edward A. Talfor, Lvnbrook, was elected president; George Winter, temporary secretary, and Herbert Levinson, temporary treasurer.

There are, it is estimated, 110 hardware firms in the county, and it is expected that all will be enlisted in the new organization within three months' time, when permanent quarters for the group will be engaged. A committee has been designated to draw up a

#### NORTON CO. CELEBRATES 50TH ANNIVERSARY AS MANUFACTURER OF ABRASIVE EQUIPMENT

The Norton Co., Worcester, • Mass., for half a century one of | gun to manufacture and sell the foremost manufacturers of grinding machines, recently celebrated the 50th anniversary of its founding in 1885. From a business so small in 1880 that only one man devoted his time to the making of emery wheels, the Norton Co. has grown until today it has attained world-wide distribution for its products, with plants in six countries and thousands of employees.

The early growth of the company, which dates back to 1876, when Mr. Norton took out his patents covering the vitrified emery wheel, was retarded by the reluctance of the manufacturers of the day to accept as practical and necessary machines for grinding. It was not until 1882, when new machinery was being introduced and metals were becoming harder and harder, that the emery wheel division of the Norton business began to contact men who could see the future field which was in prospect for emery wheels.

Milton P. Higgins and George I. Alden of the Worcester Polytechnic Institute were two of the men who became interested in this new business, and, following negotiations with Mr. Norton, were made president and treasurer respectively of the new Emery Wheel Co., incorporated in June, 1885. Charles L. Allen, who was made general manager at that time, is the only man who has had a hand in the management continuously during the entire life of the company. For 48 years he held the position of general manager and has held at various periods the offices of secretary, treasurer and president. He was elected chairman of the board in 1933 and holds that position today.

In celebration of the anniversary, the company issued a special 57-page issue in booklet form of the regular company publica-tion, "The Norton Spirit." This issue contains brief sketches of the firm's history and lists achivements the organization has contributed to the industrial world.

#### HONOR H. D. HUDSON ON BIRTHDAY

As a tribute to H. D. Hudson, founder of the H. D. Hudson Mfg. Co., Chicago, executives of the firm arranged a telephonic birthday party "attended" by all em-ployees in twelve offices from New York to San Francisco. With loudspeakers in the various offices, each branch manager sent greetings to Mr. Hudson in Chicago, who 31 years ago had be- nish references in this country.

sprayers on a small scale. Since then the company has entered other fields, with such products as poultry and farm equipment. garden tools, pumps, electric water systems, etc. Mr. Hudson has been active president of the firm since its beginning.

#### DENVER ASSN. TO TRY **GROUP ADVERTISING**

The Hardware Dealer's Protective Association of Denver, Colo., at its Jan. 27th meeting at the Morey Mercantile Co., decided to try group advertising in the Denver Post for a period of three months. Reports of the Mountain States Hardware & Implement Association convention were made by Mr. Troxel, Troxel Bros. Hdwe., Mrs. Coffee and Mr. Pierce, Englewood Hdwe. Co., and Mr. Kelly of the Kelly Hardware. There was also a discussion on neighborhood groups and associations. Mr. Spoulster, South Pearl Hdwe. Co., presided at the meeting.

#### WIRE CLOTH FIRM NAMES TEXAS REPRESENTATIVE

The Newark Wire Cloth Co., Newark, N. J., manufacturer of high-grade wire cloth and wire cloth products, has appointed Robert H. Brinton, 1640 Castle Court, Houston, Tex., as its representative in Texas. Mr. Brinton's mail address is P. O. Box 1970, Houston.

#### PYRENE PROMOTES **BOUCHER AND MALONEY**

The Pyrene Mfg. Co., Newark, N. J., manufacturer of fire extinguishers and tire chains, has announced the appointment of George H. Boucher, formerly assistant general sales manager, to the position of general sales manager. J. P. Maloney, also formerly assistant general sales manager, has been named general field sales manager. As was previously announced in HARDWARE ACE, Charles G. Durfee, who has been manager of the Systems Department, has been appointed assistant to the vice-president in charge of sales.

#### WISHES TO REPRESENT AMERICAN MFRS.

J. & R. Lenaers, 9, Ave. Louis Bertrand, Brussels, Belgium, invites correspondence from American manufacturers of machinery supplies and equipment who wish representation in Belgium and Luxembourg. The firm can fur-

#### WISCONSIN RECOVERY ACT IS CONSTITUTIONAL

The Wisconsin Supreme Court on Jan. 7, declared constitutional the 1935 Wisconsin Recovery Act. According to the decision, the governor may proceed to authorize codes so long as their provisions "bear a reasonable relation to the elimination of unfair methods and practices." The codes may not, however, go so far as to "deal with the whole subject" of establishing hours of labor, wage scales and working conditions.

The court's decision permits the continued survival of the 11 codes governing industries in Wisconsin. Other industries have expressed a desire to codify themselves but have been awaiting the court's decision.

It was declared by Fred M. Wylie, who represented the state as a special counsel, that only industries doing an intrastate business will come under the provisions of the WRA. He declared for the most part that manufacturers will not come under the act as interstate competition is involved in all manufacturing activities of the state of any consequence.

#### DISTILLATE BURNER MFRS. ELECT OFFICERS

At the annual meeting of the Distillate Burner Mfrs. Association held at Worcester, Mass., Jan. 15, the following officers were elected: President, F. H. Van Blarcom, Lynn Products Co., Lynn, Mass.; vice-presidents, R. M. Sherman, Silent Glow Burner Corp., Hartford, Conn., G. F. Williams, Petroleum Engineering Corp., Springfield, Mass.; treasurer, E. T. Isaac, Hoben Mfg. Co., Waltham, Mass.; and secretary, H. H. Morse, Florence Stove Co, Gardner, Mass.

All the members present reported business increases in excess of their expectations and in their opinion, the 1936 volume of business would be greater than in 1935.

#### **NEW ENGLAND IRON AND** HARDWARE ASSN. DINNER

The New England Iron and Hardware Association held its forty-third annual dinner, Jan. 23, at the Hotel Somerset, Boston, which was attended by many prominent personalities in both fields. J. Frankland Miller. buyer for the Bigelow & Dowse Co., Boston, and president of the association, made the welcoming address.

Professor Sumner H. Slichter. Harvard School of Business Administration, addressed the group on "Problem of Economic Security" and Allen W. Rucker of Eddy Rucker Nichols Co., spoke on "Hidden Hazards in the Federal Social Security Act."

#### PAINT, VARNISH ASSN. HOLDS DINNER MEETING

The New York Paint, Varnish Lacquer Association's first dinner-meeting of 1936 was held Jan. 30, at the Hotel Biltmore, New York City, with 175 members and guests in attendance. E. S. Blackledge, Devoe & Reynolds Co., presided. The business session was brief and most of the evening was devoted to amuse-

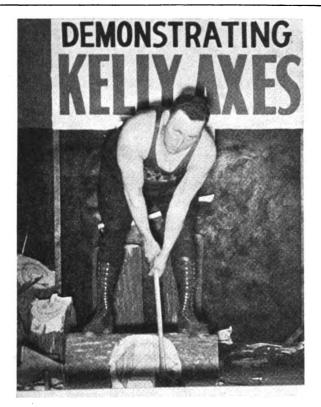
A silent tribute was paid to the memory of the late Paul Uhlich of Paul Uhlich Co., dry color manufacturer and one of the association's oldest members, who passed away recently. Homer Flynn of the National Paint, Varnish & Lacquer Association staff, Washington, spoke briefly and invited the trade to a meeting of the industrial sales group, Feb. 19, at a place to be named later. A talk on credits was to have in the Green Room.

been given by M. B. Wiley, E. I. du Pont de Nemours & Co., but as he could not appear, copies of his paper were distributed at the meeting.

#### **INCREASED INTEREST** SHOWN IN TOY FAIR

Advance reservations for the American Toy Fair, April 20 to May 2, at the Hotel McAlpin, N. Y., have come with such an unprecedented rush that all available space is expected to be sold before the opening date. According to the Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., registrations indicate that the greatest number of lines ever exhibited will be on display, and a greater number of buyers will be on hand.

Reduced fares with the railroads have been arranged for all members of the American Toy Managers' Association in connection with their annual convention at the McAlpin during the Fair. A joint meeting of manufacturers and buyers will be held April 27,



Paul Criss, special representative for the Kelly Axe & Tool Division of the American Fork & Hoe Co., Cleveland, Ohio, performing at the recent Western Convention in Kansas City, Mo. For the past 25 years Mr. Criss has been working in the woods with an axe and is known in hundreds of logging camps as the "human sawmill" due to his speed and ability to handle a large volume of work with an axe. During the past three a targe volume of work with an axe. During the past three years he has demonstrated and taught axe work, forest fire fighting, etc., in more than 251 CCC camps and at leading universities. He has been featured "at work" in practically all the major news reels and has earned as high as \$25 a day hewing ties with an axe. Paul is a real woodsman and has broken and maintained many chopping records in competition with other choppers or against the stop watch.

#### RETAIL SEEDSMEN MEET AT STATE COLLEGE, PA.

A representative body of seedsmen attended the Retail Seedsmen's Conference at State College, Pa., Jan. 9 and 10. Business sessions were held Thursday afternoon and Friday morning. Speakers and their subjects were: E. J. Walter, extension agronomist, "Varieties of Corn, for Grain and Silage, adapted to various Pennsylvania conditions"; Dr. C. F. Noll, station agronomist, reported on the Experiment Station tests of wheat, oats, barley, and soy-beans at State College; J. B. R. Dickey, extension agronomist, reported on variety demonstrations of wheat, oats, and barley in various sections of Pennsylvania; Prof. H. B. Musser, station agronomist, "Strains and Sources of Red Clover and Alfalfa Seed in Experiment Station Tests"; Mr. Dickey also reported on demonstrations on growing legumes in Pennsylvania; Dr. E. M. Gress, State Department of Agriculture, Harrisburg, Pa., "The Pennsylvania Seed Law Regarding Germination and Purity." Dr. F. V. Grau reported on pasture grasses, pasture mixtures and factors influencing their adaptation and lawn maintenance, liming, fertilization and weed control. Prof. Musser led a discussion of fine turf grasses and mixtures for various conditions.

#### METAL POLISH FIRM NAMES SALES AGENT

G. Fialla & Son, exporter and commission merchants at 59 Pearl St., New York City, have been appointed exclusive sales agents for the Matchless Metal Polish Co. of Glen Ridge, N. J., and for Reichard Bros., Brooklyn, manufacturers of manifolds sales books. A sales promotion program has been arranged for the distribution of these products in Greater New York and for the foreign market.

#### GIBSON CORP. NAMES TWO DISTRIBUTORS

E. P. Johnston, representative in the Pennsylvania district for Gibson Electric Refrigerator Corp., Chicago, has reported the appointment of M. A. Hartley Co., 101 Carlisle St., Gettysburg, Pa., as authorized Gibson distributor in that city. The firm will represent Gibson in the counties of York, Franklin, Cumberland and Adams in Pennsylvania and in Maryland the counties of Carrol, Frederick and Washington.

Knerr, Inc., 1008 N. Third St., Harrisburg, Pa., has been named as distributor, covering thirteen counties in central Pennsylvania.



Marshall-Wells Associates in Convention at Duluth, Minn., Jan. 27-30, 1936.

# Marshall-Wells Associates Plan for 25 per cent

ORE than 500 dealers, manufacturers and guests attended the annual Marshall-Wells Associates Congress at the plant of the Marshall-Wells Co., Duluth, Minn., January 27 to 30, 1936. It was the joint convention of the company's associated dealers and its selling staff. The convention was opened by Seth Marshall, president, and closed by George S. Mc-Quade, sales manager. The keynote of the convention was "Planning and working for a 25 per cent increase in business in 1936," with Mr. Marshall sounding the keynote and reviewing the year's progress between the house and its cooperating dealers. He told of efforts being made, at all

times, to keep dealers in competition and to keep them posted on new merchandise and new ideas for making more retail sales. He urged a concentration of buying by dealers so that they would have greater time and energy for selling. He reviewed the program of the Associated Dealers' plan for 1936 and introduced D. R. Mackenroth, the new manager, who spoke on retail store planning and management.

#### **Analyzed Retail Trends**

Drawing from his extensive experiences in both department store and mail order chain fields, Mr. Mackenroth analyzed retailing trends, giving particular emphasis to the competitive picture and the way it has changed in the past decade. He urged a program of better retail store management and planning that the convention's objective of a 25 per cent increase might be realized.

Warren Hartwell, director of the Associate division, presented the company's 1936 advertising and merchandising plans, stressing the efforts to produce ways and means for inducing second sales on related items. He outlined and displayed the new advertising layouts, talked on the proposed new uniform store

HARDWARE AGE



## and Selling Staff Increased Business in 1936

front, the new road signs and electric store front signs. He also urged a profit sharing basis for retail clerks and the kind of store arrangement which makes selling easier.

Charles R. D'Olive, assistant to the president, Stewart - Warner Corp., Chicago, presented the 1936 electrical refrigeration line and its selling points. He had the full line of his company's refrigeration on the platform and explained selling features to be stressed in the stores of Associated Dealers. His associate, Fred R. Cross, advertising manager, presented the company's advertising and other dealer helps. During a recess many of the dealers were up

on the platform for a closer look at the refrigerators.

Walter Clark, manager of Marshall-Wells' paint department, gave the highlights of the 1936 paint selling program, its color cards, display ideas and general promotion ideas. He stressed the need for control of paint stock to permit turnover at a profit.

#### **Urges Quality**

C. W. Bischoff, treasurer and sales manager, Copper Clad Malleable Range Co., St. Louis, Mo., gave an outline on his line of stoves and put on a selling demonstration suitable for dealers to use in their stores. He urged quality stove sales effort which he said was essential as the hardware business needs the higher unit sales and that in the better grade lines the customer gets better value for his money. He said outside selling among the farm trade and town trade was the only way to build a volume on major items.

Monday night, Hayes MacFarlane, Chicago advertising expert, urged using newspaper advertising, saying papers were most effective media and that the small town market is the most important market available in this country. He stressed the need of the dealer concentrating on sales efforts, allowing his jobber to become the buyer. He called the

Associate plan the most modern merchandising program he had seen.

Rivers Peterson, editor, Hardware Retailer, said he no longer had any worry about the future of hardware retailing after attending the first day's meeting of the Associates. He said dealers should accept the help offered by jobbers and that price, method and distribution costs were the three factors to be solved jointly. The largest management cost in hardware retailing, he said, was salaries and the next major expense was high inventory investment.

M. J. Lacey, president, Peck, Stow & Wilcox Co., Southington, Conn.. talked about meeting current tool competition and said that this could only be done with complete cooperation between producer and distributor (both wholesale and retail) and that to meet competition meant lowered margins on many individual items, which must be offset by patronage in better grade and longer margin, less competitive items. He urged anticipation of purchases by dealers so that jobbers could buy in advance and factories prepare to make goods on the most economical basis. All these factors are important in keeping in the competitive picture.

Roy Sorenson opened the Tuesday session with a talk on the auto ac-

cessory and tire lines available in the 1936 program explaining his points with the help of table displays showing sample or model stocks in these lines. Ralph Carney, Coleman Lamp & Stove Co., Wichita, Kans., followed with his dramatic selling demonstration on quality automatic electric irons. He, too, urged closer wholesaler-retailer tie-ups with the jobber as buyer and the dealer as seller.

J. A. Hensley, Congoleum-Nairn, Inc., gave an informative talk on floor coverings, how to stock them, display them and sell them and outlined ideas for developing extra sales.

Tuesday night, Harvey Sedgwick. credit manager, addressed the banquet on dealer credit problems, suggesting that installment plan buying be restricted to larger item sales and that dealers operate as much as possible on the "cash and carry" basis. He also urged better budgetary control, and stressed the importance of maintaining proper credit relations between buyer and seller.

Wednesday morning, W. G. Butcher outlined the heating and plumbing lines, their competitive features, price range and selling points. He was followed by H. A. Dowe, who explained the new lines in cutlery and electrical table appliances.

D. A. Mackenroth, general manager; Geo. S. McQuade, sales manager, and Seth Marshall, president, Marshall-Wells Co., Duluth, Minn., taken at the 1936 Associates Congress.

Thursday morning, George Ayre talked on oils, greases and stock spray, giving a selling demonstration on both bulk and packaged lubricants, both of which he said were highly profitable and easily sold.

Charles J. Heale, editor, HARD-WARE AGE, an honorary Associate, reviewed some of the highlights of the four-day program as an outside observer sees it. He stressed the need of selling more major appliances so that the higher unit prices they bring might offset the small amounts involved in too many hardware store sales. He also reminded the dealers that auto accessories and tires are the opening wedges of practically all present-day competitors now chiseling in on the regular hardware lines.

After the Thursday luncheon. Sales Manager George S. McQuade wound up the formal sessions with an inspirational message for both dealers and his sales staff. The responsibility of store clerks, as well as the store personnel in general, to make proper contacts with more and more of the consuming public was stressed in his talk. Toward this end Marshall-Wells conducted a clerks' selling school, the week after the Associates' meeting, which plan Mr. McQuade outlined. He put it squarely up to the salesmen to measure up to their jobs as helpers and advisers of the retailer-customers on merchandising problems and inventory worries, but made it quite plain that it was not up to the jobbers' salesmen to actually take inventory nor to install displays in windows or on tables. He said salesmen should inspire dealers to take advantage of such helps in the Associate merchandising plan.

On all four days lunch was served in the company's lunch room near at hand to the gym where meetings were held. Joseph Benda, superintendent of the Marshall-Wells Co. branch at Minneapolis, was chairman of all business sessions, a job which he handled with great skill.

On each day the dealers were divided into four groups for special group meetings. These were held in two series. Ira Watson handled the housefurnishings lines and Art Johnson the tool lines. Jake Olsen. assistant sales manager, with M. R. Twiss, sales manager for Zenith Washer Co., handled major home appliances and the merchandising clinic was under the direction of Warren E. Hartwell and York E. Langton. Mr. Olsen, assisted by Glen Shields and Mr. Watson, took care of the general farm supplies (Continued on page 140)

HARDWARE AGE

#### CHARLES A. IRELAND

Charles A. Ireland, 67, passed away at his home in Ionia, Mich., Jan. 23, after a year's illness. He had been a hardware dealer and a past president of the Mich-



CHAS. A. IRELAND

igan Retail Hardware and the National Retail Hardware Associations. Mr. Ireland was also a prominent Mason and the first president of the Ionia Building and Loan Association.

#### WILLIAM B. HOTCHKISS

William B. Hotchkiss, 68, exmayor and former hardware merchant of Waterbury, Conn., was found dead shortly after 10 o'clock Saturday night, Feb. 3, in a snow-bank on Columbia Blvd., that city. Death was attributed to a heart attack.

For many years prior to his term as mayor, Mr. Hotchkiss was associated with ex-Gov. Charles A. Templeton in the hardware firm of Hotchkiss & Templeton. Shortly after his term the partnership was dissolved and Mr. Hotchkiss continued as the chief owner of the Hotchkiss Hardware Co. on South Main St., which he controlled until a few years ago. He leaves his widow, a son, Berkeley, and two daughters, Catherine and Sylvia.

#### JOHN C. WITOUSEK

John C. Witousek, 66, a retail hardware merchant in Cedar Rapids, Iowa, for 35 years, died recently at a hospital there after a long illness. Mr. Witousek at the age of 17 entered the hardware business and was known as the youngest dealer in the state. During his long business career he had two stores, on First St. and First Ave. In addition, he operated a large tin shop in conjunction with the First St. store. The firm name was J. C. Witousek & Co. and two brothers, Frank and W. W. Witousek, were as-

sociated with him. Frank Witousek has since passed away.

Surviving Mr. Witousek are his widow; a daughter, Julia M. Witousek; a son, Fred J. Witousek; a brother, W. W. Witousek; and a sister, Miss Jennie B. Witousek, all of Cedar Rapids.

#### ROBERT P. CARR

Robert P. Carr, 68, president of the U. S. Hame Co., Buffalo, N. Y., died at his home there, Jan. 23. He had been actively associated with the manufacture of hames for over 43 years. He first entered the business in 1892 when he became associated with Baker, Carr & Co., Andover, N. H. In about 1896 the Consolidated Hame Company of Andover and Sunapee, N. H., was formed and Mr. Carr was placed in charge at Andover. When in 1902 the Consolidated Hame Co. became part of the U.S. Hame Co., Mr. Carr, in 1905, went to Tell City, Ind., to have charge of the plant there. In 1911 he was transferred to Buffalo and shortly afterward was elected president of the firm.

Mr. Carr was held in esteem throughout the horse and saddlery field and for many years was a director of the Horse and Mule Association.

#### **GEORGE G. ROBERTS**

George G. Roberts, 79, owner of the G. G. Roberts Co., Wollaston, Mass., manufacturer of tacks and nails for 50 years, died Jan. 21. Mr. Roberts became associated with the Pennsylvania Tack Company in 1878, and with the Dunbar, Hobart & Whidden Co., Whitman, Mass., in 1889. He formed his own company in 1913, purchasing the Whidden plant, which was later merged into the Atlas Tack Corp. His widow and a daughter survive.

#### WILLIAM J. CADMAN

William J. Cadman, for 35 years with the Soo Hardware Co., Sault Ste. Marie, Mich., passed away Jan. 28, at a hospital there. He leaves his widow and two daughters.

#### VINCENT TAUSCHE

Vincent Tausche, 82, hardware dealer of La Crosse, Wis., died at his home there recently. He had been associated with the hardware business there for nearly 58 years, first as an employee of Scharpf and Ring, and later as a partner of C. F. Scharpf. He was head of the V. Tausche firm since 1888. His widow, one son and three daughters survive.

#### EARL L. RUDOLPH

Earl L. Rudolph, for 30 years a member of the firm of the Arkadelphia Hardware Co., Arkadelphia, Ark., died suddenly at his home there, Jan. 27. Death was attributed to a heart attack. Mr. Rudolph entered the hardware business with his father and brothers in 1905. He was a vice-president of the local Chamber of Commerce and active in civic and religious affairs. A widow, a son and two daughters survive.

#### ERIK S. EKSTROM

Erik S. Ekstrom, 48, president of the Mechanics Universal Joint Co., Rockford, Ill., died there recently. He was also a director of the Sundstrand Machine Tool Co. and a former president of the Rockford Chamber of Commerce.

#### H. BIDDLE FITLER

H. Biddle Fitler, 32, sales manager of the Edwin H. Fitler Mfg. Co., cordage firm of Philadelphia, recently passed away. He leaves his father, president of the firm, and his mother. Mr. Fitler was unmarried.

#### S. M. JOHNSTON

S. M. Johnston, manager of the Pratt - Gilbert Hardware Co., Phoenix, Ariz., was killed in an automobile accident in Los Angeles. Mr. Johnston was formerly city manager of Phoenix.

#### A. A. HORST

A. A. Horst, 74, pioneer hardware merchant of Tacoma, Wash., died in a hospital there recently. He had resided in Tacoma for 47 years where for many years he was in the hardware business with his brother.

#### J. N. MONTGOMERY, SR.

Joseph N. Montgomery, Sr., 81, passed away in a hospital at Roanoke, Va., Jan. 22. He had conducted a large hardware business at Rocky Mount, Va., for many years. His widow, two sons and two daughters survive.

#### W. D. HUDSON

W. D. Hudson, hardware dealer of Arapahoe, Neb., died recently. He leaves his widow, who will continue the business.

#### A. W. BARRETT

A. W. Barrett, 56, prominent hardware merchant of Conway, S. C., died Jan. 19, after an illness of several months. Thirty-two years ago Mr. Barrett and associates organized the Perry Hardware Co., there, and later he purchased the entire stock. He was formerly a member of the town council and was founder of the People's Building and Loan Association. He leaves his widow and one son.

#### E. E. LINCOLN

E. E. Lincoln, 78, pioneer hardware merchant of McCool, Neb.. died recently in a hospital at Lincoln. He opened the first store in McCool and had been a resident of York county 60 years. He leaves his widow and three sons.

#### JOHN W. HEID

John W. Heid, 73, one of the pioneer business men of Jefferson, Wis., and engaged in the hardware business there for over 50 years, died at his home recently. He is survived by his widow.

#### FRED E. MUNSEY

Fred E. Munsey, 61, pioneer hardware merchant of Los Angeles, Cal., died in a hospital there recently. One son survives.

#### EUGENE McFAWN

Eugene McFawn, 29, died Jan. 31, in a Detroit hospital from gall bladder complications. He was the son of Fred McFawn, The Stanley Works, New Britain, Conn. His father is well known in the hardware trade although in recent years he has specialized in selling the automotive production field in the Detroit area.

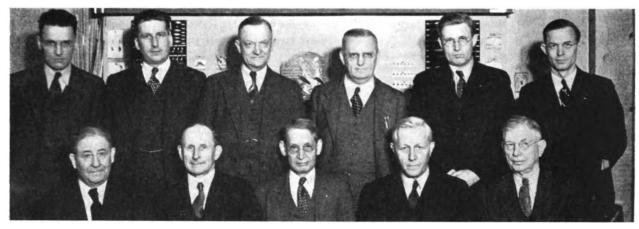
#### CHARLES H. RUSSELL

Charles H. Russell, 68, of Plainfield, N. J., retired export manager for The American Fork & Hoe Co., in its New York City office, died Feb. 3, in his winter home in St. Petersburg, Fla. His widow and three sons survive.

#### RALPH K. SMITH

Ralph K. Smith, 56, for 30 years manager of claims for Buhl Sons Co., Detroit, died Jan. 24, at his home there. His widow survives.





OFFICERS AND DIRECTORS OF THE AMERICAN HARDWARE SUPPLY CO.

Seated, left to right: H. M. Kirk, Sr., Kirk-Hutton Co., New Castle Pa.; John A. Ditz, Sr., Ditz & Mooney Hardware Co., Clarion, Pa.; Charles W. Scarborough, (President) Scarborough & Klauss Co., Pittsburgh, Pa.; George W. Brown, Punvsutawney Hardware Co., Punvsutawney, Pa., and F. B. Post, (Vice-President) Paul & Post, Washington, Pa. Standing, left to right: E. A. Hastings, (Secretary and Assistant Treasurer); S. M. Wylie, Wylie Brothers, Elizabeth, Pa.; J. R. Andrews, Adamsville, Pa.; J. E. McGeary, Leechburg, Pa.; J. M. Scott, (Secretary and Assistant Treasurer) W. M. Scott & Co., Carnegie, Pa., and William M. Stout, (General Manager)

# American Hardware Supply Co. Plan For Future At Annual Meeting

EAL progress was reported at the 25th annual meeting and exhibit of the American Hardware Supply Co. The event was held at the company's headquarters, 41-43 Terminal Way, South Side, Pittsburgh, Pa., on Jan. 27 and 28. Although storm conditions made travel difficult, more than 200 dealers and guests were present from Pennsylvania, Ohio, New York and West Virginia. The volume of orders booked was more than twice as large as at any previous meeting. Dealers were highly pleased with the company's 1935 operations, as reviewed at the meeting, and gave their unanimous endorsement to plans, submitted by the board of directors, for the further expansion of the business during the current year. Founded in 1911, the company is the oldest dealer-owned wholesale hardware firm in the United States.

In the same building housing the company's offices and warehouses. two large rooms were utilized for the neatly arranged displays of the 52 manufacturers, and for the firm's own special exhibits. Another adjoining room was used for the business sessions, and as meals were served in the latter room by the company the arrangements were most convenient for those present. The mornings of both days were

devoted to the exhibits, while the afternoon and the evening of the first day were given over to informative business sessions.

#### The President's Message

The first business session convened following lunch on Monday, with the first feature being the annual message of the company's president, Charles W. Scarborough, Scarborough & Klauss Co., Pittsburgh, Pa. President Scarborough welcomed the dealers and guests; briefly described the formation of the company at a meeting attended by less than 20 dealers, 25 years ago; paid tribute to the managerial ability and initiative of Wm. M. Stout, general manager; expressed the gratitude of the company to all its employees; outlined the business to be acted upon at the meeting; requested a continuance of dealer and employee cooperation and loyalty, and asked that a strenuous effort be made to make 1936 the best year in the history of the company.

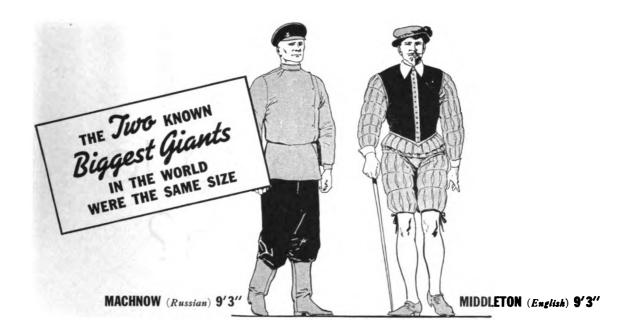
Following his message, President Scarborough introduced Wm. M. Stout, general manager. Mr. Stout said that it is the desire of the officers of the company to conduct its affairs to the satisfaction of all concerned, and that he believed that this is being accomplished. He re-

minded dealers he had stated at last year's meeting that the company "must either progress or decay," and that he was pleased to be able to say that real progress had since been made. Mr. Stout then called attention to several important features of the exhibit; stressed a number of new and specialty lines being featured by the company and cited several outstanding records of dealers in the merchandising of such lines; discussed sales matters, and urged dealers to give their whole-hearted support to company's activities.

The final speaker on the Monday afternoon program was E. D. Altree, illuminating engineer, Pittsburgh district office, General Electric Co. Mr. Altree made an excellent talk on the importance of adequate and efficient store lighting. He placed special emphasis on the effective illumination of show windows as an aid in making window displays more attractive to passers-by. He also discussed several other interesting phases of this subject, and offered his personal service and that of the company he represents in assisting dealers to solve their store lighting

At the Monday evening session Mr. Stout extended a special welcome to the ladies. Following this (Continued on page 112)

HARDWARE AGE



# BUT THE WORLD'S Biggest Magazine

## DWARFS THE SECOND BIGGEST

MAGAZINES with small circulations reaching a limited few in their particular field may be all right in selling rare canvases, costly tapestries and bronzes. But it takes the magazine with the biggest circulation in the world to sell the biggest volume of the everyday necessities and luxuries that retailers find it is most profitable to sell.

The AMERICAN WEEKLY

MORE THAN 5,500,000 CIRCULATION NEAREST COMPETITOR CIRCULATION

The giant circulation of The American Weekly blankets the greatest number of places... reaches more than 5,500,000 families every week in the richest buying areas...twice as many as read any other maga-

zine! In these areas the retail buying expenditure per family is twice as great as it is in the rest of the country. In them live 70% of all families, and this 70% accounts for 80% of all retail sales made!

#### What The American Weekly is

The American Weekly, the largest magazine in the world, is distributed through the 17 great Hearst Sunday Newspapers.

In each of 158 cities, it reaches one out of every two families

In 146 more cities, 40 to 50% of the families In an additional 139 cities, 30 to 40%

In another 171 cities, 20 to 30%

... and it reaches an additional 1,982,000 families in thousands of other large and small communities.



"The National Magazine with Local Influence"
Main Office: 959 Eighth Avenue, New York City

# Who is Going to Pay the Bills?

#### By SAUNDERS NORVELL

N writing articles for the trade papers, it is not comme il faut to discuss politics, but today business and politics have become bedfellows, and it is difficult to refer to one without also referring to the other. I am a member of a club in New York. From time to time we have dinners and hear addresses on the outstanding problems of the day. This club is not political. It makes it a rule that when any subject is discussed there shall be a speaker pro and con. The chairman of this club at every meeting reminds all present that the club is non-partisan, and does not attempt to dictate any policy of any kind to anyone. In other words, the object of this club is to educate its membership by hearing both sides.

For instance, the other night we had the pleasure of listening to the Hon. William E. Sweet, former Governor of Colorado, who spoke for the administration at Washington. On the other side was Mr. Amos R. E. Pinchot, who spoke, and there was no doubt of it, against the administration. Since then we have all heard or read about the address made by Alfred E. Smith, former Governor of New York State. In addition to these things we receive weekly inside information letters from Washington on the political situation as it will affect business. We read daily papers, numerous magazine articles and statistics without end. All of these studies are enough to make one dizzy. We cannot see the forest for the number of trees. However, out of all this mass of information and discussion there are some things that stand out, and possibly it may not be out of place, without any political ax to grind, to refer to these things even here.

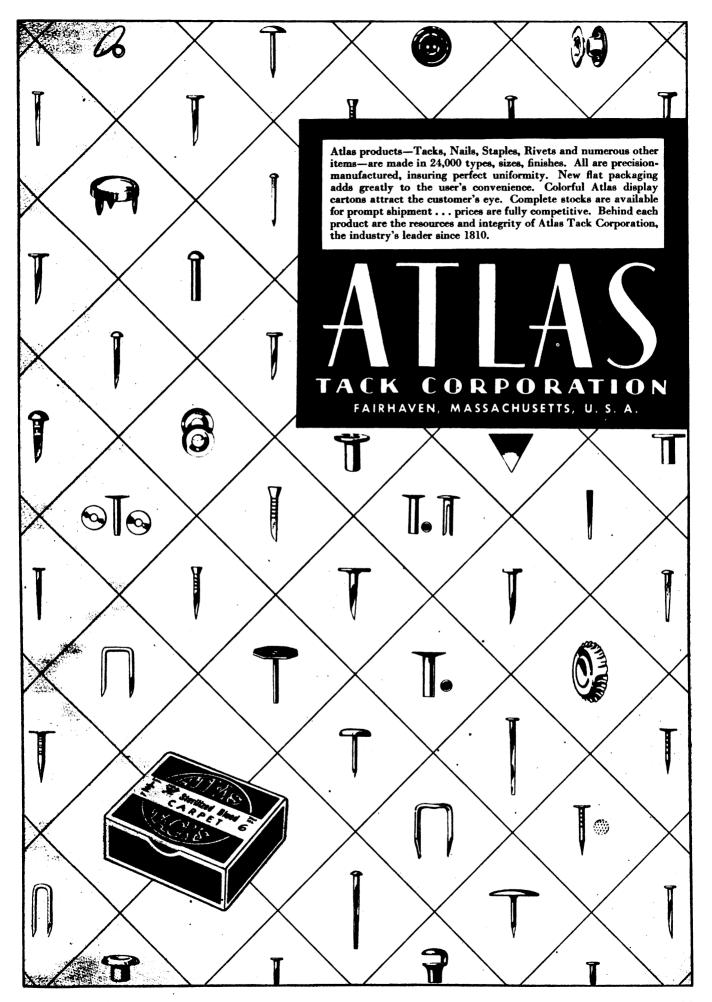
#### England's Plan

We wonder why we cannot follow England's plan of fixing taxation and arranging the budget. As we are informed, neither the House of Lords, the House of Commons, the King, his Privy Counsel, nor the Prime Minister have anything to do finally with these measures. When all is said and done by both houses, the English Chancellor of the Exechequer fixes the budget. He also fixes taxation, and when the two houses have passed on the budget and the plan of taxation, then that is the end of the matter. No new bills appropriating this that or the other can be introduced. No raids on the part of the minorities can be made on the government treasury. This plan seems to work well in England. Just why won't it work with us?

Of course, in discussing such matters as these, I may be displaying a great deal of ignorance. But if I am ignorant and keep silent, I will never be informed, while if I speak out someone who knows better may correct me.

One thing has always struck me as being silly. We have the best legal brains in the country in our Supreme Court. Now I cannot understand why, if certain legislation is to be passed and if the country is going to be run by such legislation, why such laws cannot be submitted to the Supreme Court in advance, so we would be informed whether the law is or is not constitutional. There are no doubt good reasons for the present system of the court making the decisions after the law has been in effect. I know, naturally, that the Supreme Court under the present system does not make its decision until some case is brought before the court, when there is a trial and then a decision. But why not put up a hypothetical case before the court, so we could get a decision in advance. Suppose all business were run on any such basis. What a terrible mess there would be. So far the legal advice of the administration seems to have been very bad.

Today the president of a corporation can put up his problem to the board of directors or the executive committee of his corporation, and they will tell him



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very quickly what he is authorized to do. Suppose on the other hand, our corporation boards of directors said to the president: "We will not give you a decision in advance. Go ahead and use your own judgment, but if you are wrong, just remember you will be fired, and we will put another president in your place." That would be silly, wouldn't it? What is a board of directors for, if not to direct or at least advise.

Take the Federal Trade Commission, for instance. Some of the things they solemnly do and have done, strike me, from a business standpoint, as being absolutely Suppose a corporation wishes to do its business without any trouble with the Federal Trade Commission, the Sherman Law or the Clayton Act. Suppose this corporation goes to the Federal Trade Commission and says: "This is what we propose to do. Here is our sales plan. Here is our selling contract. Before we do anything, will you kindly tell us whether our plans are legal or illegal?" Do you suppose you could get any answer out of the Federal Trade Commission? In the light of past experience, you certainly could not. They will tell you, "Here is the Clayton Act, and the Sherman Law. Read them over for yourself. Now go ahead and do business according to these laws, and if you are all right there will be no trouble. However, if trouble does start we reserve the right to haul you before the commission, and if you are wrong, to fine you or send you to jail." Of course, I know that it would be the custom of the Federal Trade Commission under present practices, if they found a culprit, to refer the case to the Department of Justice and have the Attorney General bring the suit. Now that may be all right. But isn't it a lot of red tape, and doesn't it seem silly?

One supposes that the best legal talent in the United States wrote the Sherman Law and the Clayton Act, but when one has had experience with the Federal Trade Commission and numerous lawyers in and out of the government, one wonders why lawyers could not have been found, when

these acts were written, to write them so they would be clear and understandable to everybody. Doesn't it seem absurd that we should have laws written by our highest authorities, and then afterwards have to have various courts clear up to the Supreme Court, interpret these laws for us? If the average business man in drawing up his contracts or in making his arrangements with those from whom he buys or sells, would follow the same system, he just would not have any time to do business. He would be mixed up all the time in legal quibbles about the interpretation of his contracts.

#### A Peck of Trouble

One great national lawyer once told me that it seemed marvelous to him that business got along so well, especially when the business men themselves knew so little about the law. But just as soon as a business man thinks he does know law, and starts to run everything legally, he gets himself into a peck of trouble.

And another thing. It seems strange to me, when the constitution grants us the right of trial and also the right to face our accuser, that the Federal Trade Commission can bring charges against us and we are never allowed to know who made these charges or to face our accusers. What becomes of our constitutional rights when this sort of thing happens to us, as it has to hundreds of business men?

Well, the bonus has been passed. Of course, the argument for the bonus has been that while workmen here in the United States in factories were earning \$10 to \$12 a day, while manufacturers were making large profits, while farmers were selling their products at exorbitant prices, the American soldier was fighting in trenches for a dollar a day. That seems like a pretty good argument except when one happens to know that a very large percentage of our population who will be taxed to the bone as a result of this bonus, never received ten. eight or even five dollars a day during the war. They never made any war profits at all, small or

large, and a very large percentage of our property owning, taxpaying population were not helped by the war in any shape or form. I know of thousands of individuals and manufacturers, too, who went broke on account of the war. The evidence before the ammunition investigation committee in Washington recently shows that a number of our leading manufacturers in the arms line were saved by the bankers, or they would have gone into bankruptcy.

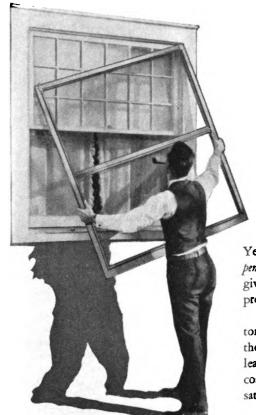
Great organizations have been built up in this country to look out for special interests for special classes of citizens with the government. Do you think, for instance, when the bonus is paid, that this enormous organization will stop working? Do you think they will not go ahead to justify themselves and to hold their jobs by going after the government for further concessions at the expense of the already overburdened taxpayers? Don't fool yourselves.

I was interested recently in receiving a letter from a widow, in which she tells of the very pleasant life she leads. Since the death of her father she has been regularly drawing an income from rented real estate, which has kept her in very comfortable circumstances. In her letter to me, she naively refers to her pension (\$30.00 a month) from the United States government. She wonders if influence could not be brought to bear on the government to have this pension increased. Now here are the facts in regard to this pension that I happen to know personally. The husband of this lady was a hard drinker. Otherwise he was attractive, and notwithstanding warnings she married him. In due course of time the father-in-law had this man as well as his daughter on his hands to support. The drinking continued; in fact it increased. The father-inlaw finally served notice that he was through. He would take care of the daughter and the baby, but nix on the able-bodied drinking man. Then what happened? The young man, this was 25 years ago, enlisted in the army. He was sent

(Continued on page 124)

# This Spring...

# plan on a larger market for BRONZE SCREENING



Because people everywhere are learning these 4 facts:

- 1. Bronze Screens cannot rust.
- 2. Bronze Screens do not need patching.
- 3. Bronze Screens last years longer.
- 4. Bronze Screens save far more than their slight extra cost.

Year by year the long, dependable, expense-free service that bronze screening gives is widening your market for this product.

More and more people—your customers among them—are recognizing the economy of bronze screens... are learning that the slightly higher first cost is more than made up for by long, satisfactory, rustless service.

This means a larger market for bronze screening this spring. Get ready for it! Be sure to carry an adequate

stock of bronze screen cloth. And remember—customers who buy it will expect it to stand up year after year! To secure maximum service, the wire should be of the standard gauge set by the U. S. Government, the A. S. T. M. and the Wire Screen Cloth Manufacturers' Institute. It measures .0113" in diameter, and makes up into 16-mesh cloth which weighs not less than 15 lbs. per 100 square feet.

Now is the time to order bronze screening from your wholesaler! We do not make screen cloth, but furnish Bronze Wire to leading screen cloth manufacturers.



## THE AMERICAN BRASS COMPANY

General Offices: Waterbury, Conn.

Offices and Agencies in Principal Cities



Screens of ANACONDA BRONZE

## Idaho Dealers Broaden Into Intermountain Assn.



FRANK DALEY New President

ARDWARE and implement dealers of Idaho meeting at the Hotel Bannock Pocatello for the 15th annual convention of the Idaho Retail Hardware and Implement Dealers' Association, on Jan. 23 and 24, consolidated their interests in a reorganized group named Intermountain Hardware and Implement Dealers' Association. With representatives of 40 firms present, preliminary reorganization steps were taken, but finishing touches must be added by the officers. Headquarters will be maintained at Boise, Idaho.

Under the new plan of operation territorial lines are erased and association barriers lifted to include dealers in paint, harness, sheet metal, plumbing, electrical appliances, and allied interests, as well as hardware and implement retailers. All territory served by Boise and Salt Lake City, Utah, wholesale houses has been included by the organization.

The officers now face the task of cementing the policies outlined at the Pocatello meeting. Frank Daley, Jerome, vice-president of the former Idaho association, was elected president of the reorganized body, and presided at the meeting in the absence of R. B. Wells, Hailey. Sam

Lund, Weiser, was chosen vicepresident. The secretary is to be later selected by the board of directors.

Members of the board are: For two-year terms: H. C. Baldridge, Parma; H. Potee, Jr., Twin Falls; G. W. Charlesworth, Idaho Falls, and Miss Cally Nelson, Downey. For one-year terms: Carl H. Butler, Caldwell; Coe Price, Wendell, and Claude Bistline, Pocatello. The decision as to the 1937 convention city will be made by the board at a future meeting, although sentiment favors Boise. E. Bell, Boise, was renamed secretary of the association.



R. B. WELLS
Retiring President

Leaders in the move for reorganization lauded the report of the committee on reorganization and work was carried out under direction of the group. The committee included: H. C. Baldridge, Parma; Sam Lund, Weiser, and C. A. Harris, Rexburg.

The one important resolution adopted at the convention was introduced after a spirited address by H. C. Baldridge, former Governor of Idaho and member of the new board of directors. He called on manufacturers and wholesalers of implements to cooperate with retailers in meeting competitive prices. Mr. Baldridge contended an American-made mowing machine was be-

ing sold in Germany at a lower price than it was being quoted or was commanded f.o.b. the factory in this country.

C. C. Carter, Carthage, Mo., president N.R.H.A., discussed causes and cures of today's competition. He told delegates injurious competition was not found among dealers in hardware and implements, but rather between them and other retail lines. Mr. Carter contended too little money was being spent by the hardware industry in advertising. He quoted statistics proving 1.16 per cent of sales income was spent by the hardware to hold and build sales, as against 4.35 per cent by department stores. In a second address Mr. Carter discussed two topics: "N.R.H.A. Merchandise Program" and the "Future of the Independent Dealer.'

Expanding the general topic of competition, B. M. Hiatt, vice-president, Irwin Auger Bit Co., Wilmington, Ohio, spoke on "The American Institute of Fair Competition, Inc.," of which organization he is president. Mr. Hiatt outlined purposes of the institute, maintaining that its principles relating to the adoption of a definite and declared sales policy for the manufacturer are both business-like and sound. His address scheduled for Thursday was postponed to Friday, when he was unable to make suitable train connections for arrival on schedule.

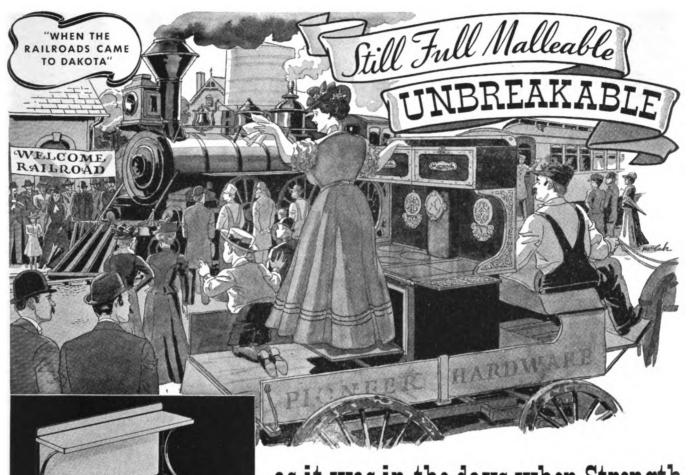
Willard S. Bowen, Pocatello, representing the Idaho Society of Certified Public Accountants, discussed "The Social Security Act" in a concise fashion. His brief address covered chief topics of interest in major schemes for social security.

Mayor Robert M. Terrell, Pocatello, gave delegates keys to the city in an opening address Thursday morning.

Other speakers were Byron W. Butler, Salt Lake City, Utah, representing the W. P. Fuller Co., who discussed several interesting phases of paint merchandising, and Leo O'Conell, Boise, who pointed out advantages of mutual insurance.

Reservations for 200 persons were made for the S.H.I.P. banquet and entertainment on the concluding evening. This entertainment event was sponsored by manufacturers and jobbers serving Idaho.

Claude Bistline, Pocatello, had charge of convention arrangements, and made reservations for delegates desiring to attend a symphony concert by the well-known Pocatello orchestra at the University of Idaho, Southern Branch.



# as it was in the days when Strength was the ONLY Mark of Quality...

WHEN the railroads came to Dakota, carloads, even trainloads of malleable ranges were rushed over the new rails into the Northwest. However primitive the home and furnishings of the pioneer family, the best range to be had was considered a prime necessity. Nothing would do for these farmer-pioneers but a "Malleable" for only a malleable range could stand up under the hard usage a range received.

Those were the days when MONARCH was born . . . when strength was the only mark of quality . . . when unbreakable iron and hand riveted joints were the first requirement and no one gave a thought to outer beauty.

If you could lift off the beautiful, porcelain enamel shell of a 1936 MONARCH, you would find underneath exactly the same full malleable, hand riveted range we started to build nearly forty years ago. Nobody has ever found any other way to build a range to give equal service . . . and we are just old-fashioned enough to believe that service is as important today as it ever was. The customer of today may appear to think only of outer beauty but she expects to get service as well, and she looks to her dealer to see that she gets it.





How to Do a

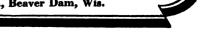
Bigger Range

Business

The Monarch dealer can substantially increase his range sales by taking advantage of the Monarch Practical Payment Plan. With this plan the smallest dealer can meet the term competition of mail order house, city installment store or itinerant peddler. A small down payment; a very low "carrying charge";

12 months to pay, and the full rate of profit secured on a cash sale, are the outstanding features of this proven plan. Full details are offered both to present Monarch dealers and to those in open territory who are interested in merchandising plans that will build volume and profits.

MALLEABLE IRON RANGE CO., 62 Lake St., Beaver Dam, Wis.



# Syndicate Competition Was Chief Topic at Convention of Indiana Dealers

AUSES and Cures of Today's Competition was the theme at the thirty-seventh annual convention and exposition of the Indiana Retail Hardware Association, Murat Temple, Indianapolis, Ind., Jan. 28 to 31.

Paul Crissey, sales manager, Edw. Katzinger Co., Chicago, discussed discounts and rebates to syndicates. He said that chain store merchandise consisting of small housewares offered the most competition because of the outstanding housefurnishings departments of chain stores, which, he said, are well located and always attractive to the public. That they are always on the look-out for new items is evident he declared, by the system of introduction and willingness to introduce new wares, which has attracted manufacturers. He also said that hardware dealers had little knowledge of how chains and syndicates operate. "Chains buy from samples, are easily sold, and are ready to take chances, while the average hardware jobber will not do these things," he said. He further stated that the fact that hardware retailers and jobbers do not offer sufficient market was very evident, and for that reason manufacturers could not invest in new dies and equipment for new merchandise to be sold exclusively through independent outlets. He compared costs of selling chains and jobbers, and also compared the costs of filling large and small orders.

#### **New Lines**

In discussing a policy for the hardware retailer, Ralph O. David, Logansport, association president, pointed out the need of better display and merchandising of new lines, urged a more thorough study of new items and lines, and asked that dealers show more appreciation of the cooperation of the manufacturer. He reviewed the year's work of the association, the meetings and gatherings of various groups, and praised the aplendid cooperation of members.



G. F. SHEELY Managing Director



RALPH O. DAVID Retiring President



FRANK P. DUNCAN New President

That heavy overhead is a burden to the retail hardware merchant was shown by Herbert P. Sheets, managing director, N. R. H. A., Indianapolis. In the study of expenses, Mr. Sheets explained the jobbers overhead, and compared the department store and variety expense with that of the retail hardware merchant. That department and variety stores pay more rent and are located in the better business sections, was also shown. The difference in salesman efficiency was pointed out and the great need for better salesmen and salesmanship in the distribution of hardware was stressed. The wholesaler's cost of distribution and how these costs can be reduced were also explained. "When wholesaler and retailer work together to reduce costs of distribution and increase sales, they will meet the competition of the chain stores," he said.

F. C. Buddenbaum, treasurer and manager, Regal Stores, Inc., voluntary chain of grocery stores, Indianapolis, told the delegates how his company has solved the "Competitive Problem"—"If you don't make good as an independent merchant, you will be working for the syndicate sooner or later," he said. He explained the cash basis on which his company operates, its collective advertising and buying systems and

described distribution by the cashand-carry method. He said that the wholesaler must put his house in order first, find out the facts, and do something about it.

"The Hardware Merchant is not Serious Competition. He is too lazy," said Homer Hipskind, hardware merchant, Wabash, Ind., in discussing "A Jobber Dealer Plan of Cooperation." The hardware merchant must watch the dangersignals in order to stay in business, he declared. He further said: "That merchants know a lot about hardware but not the hardware business, is readily seen. Business offers more opportunities than in years to the alert merchant. He must let it be known that his place is not high priced, that his merchandise is first class and his mark-up is fair. Jobbers should assist retailers in displaying their wares, show them how to reconstruct their prices on slow moving items, and support the retailer in other ways."

Thursday's session was devoted to a discussion of Unemployment Insurance and how it will affect hardware dealers. Paul J. Stokes, research manager, N. R. H. A., Indianapolis, explained the plan. After a general discussion, the following resolution was adopted. "Since old age pension and the unemployment

(Continued on page 116)



## Mountain States Dealers Hear Competitive Problems Discussed







E. J. SINN Retiring President



JOHN T. BARTLETT Secretary-Treasurer

HE 34th annual convention of the Mountain States Hardware and Implement Association held at the Cosmopolitan Hotel, Denver, Colo., January 20-22, centered attention on competitive problems of the retail trade. An aggressive, optimistic spirit pervaded among the dealers, and attendance was the largest in years.

J. E. Woodmansee, treasurer and director of sales, Richards & Conover Hardware Co., wholesale, Kansas City, Mo., approached corporate chain competition from the standpoint of the jobber; H. M. Swain, executive vice-president Irwin Auger Bit Co., Wilmington, Ohio, urged support of the plan of the American Institute of Fair Competition and its policy of placing on record the sworn statements of manufacturers, as a logical and effective combative measure; and Charles C. Carter, Carthage, Mo., president, N.R.H.A., analyzed distribution costs of syndicate and independent store competition.

Mr. Woodmansee declared that retailers had a "right to duplicate national chain store methods of display, national chain store record and accounting systems, adequate advertising," and should educate the public that the independent is locally owned and operated, contributing to the good of the com-

munity, not only by money but by moral support.

"With all these things on the credit side, the independents should easily hold their present position and make a gain in the future. However, it will be up to the nation's wholesalers to deliver merchandise of equal or better quality and at prices which will retain independents in competitive position."

The speaker exhaustively dealt with measures to improve retail and wholesale operating efficiency. He reviewed the Patman and Meade bills, and declared the hardware trade organizations should "whole-heartedly support an honest effort of legislators to protect the independent dealers of our nation, and see to it that special favors, and demands made upon the nation's manufacturers, be forcibly discontinued."

#### Support Helpful Measures

In a resolution passed unanimously the association went on record, "Since it is apparent that the independent trade must look to further congressional action for some measure of relief, we are in full sympathy with the decision of the Board of Governors of the National Retail Hardware Association to support such of the measures now pending or that may be intro-

duced in the present Congress as appear to offer' greatest assurance of the elimination of the discriminations which have so long been such a serious handicap in the operations of the independent trade."

Another resolution, brought in by the resolutions committee, of which Dean R. Kendall, La Junta, Colo., was chairman, protested against the practice of manufacturers and wholesalers bidding direct on government projects. It was unanimously adopted.

Rev. Arthur L. Miller, Laramie, Wyo., with an address, "In the Land of Beginning Again," emphasized the necessity for new attitudes, providing a unique "curtain raiser" for the convention.

Dr. Don C. Sowers, University of Colorado, Boulder, presented results of a Boulder consumer survey, showing the extent of out-of-town buying, and the reasons. "Seventy-five per cent of Boulder families believe that local stores render good or excellent service," he said. "Seventy-eight per cent said that they most often found service unsatisfactory because of selection or price."

Nelson E. Reynolds, Greeley, Colo., showed the relationship of modern farm equipment to higher farm purchasing power, then presented motion pictures taken by the store in its territory, showing all types of farm machinery in use. The "home movies" are not expensive, and are constantly used in selling, an improvised basement "theater" being employed.

The economic importance of F. H. A., and the readiness of the Denver office to assist the local dealer, wherever located, to obtain banking cooperation, were told the convention by Leonard Kinsell, chief mortgage examiner.

Great interest attended the address of H. L. Nicholls credit manager of the International Harvester Company branch, Denver, on the skillful adaptation of credit terms to the farm-buyer's individual income. Mr. Nicholls demonstrated that, with the great majority of farmers, the old tradition that fall is the only

(Continued on page 116)



### ere's What You Get

3	No.	51½ Nail "Stanley"	\$1.00
3	No.	101½ Nail "Standard"	.75
3	No.	1111/2 Nail "Arrow"	.60
3	No.	2111/2 Nail "Hercules"	.39

Retail Price \$8.22

Dealer Cost 5.48

1/3% Dealer's Margin \$2.74

# -Balanced FOR Profits

With this balanced assortment from the TOOL BOX OF AMERICA on your counter, you can meet any competition with a BETTER product. There isn't a "dead" item in this whole dozen—each is built and priced for the specific needs of your customers.

Remember that 331/3% margin of \$2.74! Remember that these tools are fast sellers. Order today from your jobber, and see how easy it is to make your fair margin of profit selling quality tools!

### STANLEY TOOLS

New Britain, Conn., U.S.A.







# Weather and Business Conditions Favored Annual Meeting of Texas Dealers

AVORABLE weather and good business conditions were responsible for a very large attendance at the 38th annual convention of the Texas Hardware & Implement Association, held at the Hotel Adolphus, Dallas, Jan. 21 to 23. The exhibit, staged in conjunction, was one of the best in the history of the association, and the business sessions were both informative and productive.

The convention opened with a breakfast, at which the Texas Mutual Fire Insurance Co. was host. Following the breakfast its annual policy holders' meeting was held and the following directors were elected: J. D. Martin, Bryan; Edw. F. Flato, Corpus Christi; Bland Smith, Bonham; Hugo Schoellkopf, Dallas; T. C. Thompson, Canyon; J. W. Tabor, Waco; A. C. Toudouze, San Antonio; Carl Monk, Nacogdoches, and Dan Scoates, College Station.

The directors named above met the following day and elected J. D. Martin, Bryan, president; Edw. F. Flato, Corpus Christi, vice president; Bland Smith, Bonham, secretary; Hugo Schoellkopf, Dallas, treasurer.

President H. A. Turner, Madisonville, opened the first business session of the meeting with a review of the year's work of the association—showing that the secretary's office had been very busy—rendered many services, individually and collectively to its members. He told of the work that had been done in legislation, in the field, and called attention to the fact that the association has three full-time employees.

D. W. Northup, president, Henry G. Thompson & Sons Co., New Haven, Conn., spoke on "Manufacturers' Discounts, Rebates and Allowances." He discussed the practice followed by some manufacturers in granting confidential rebates and the effect that this has had on the syndicates. Mr. Northup also discussed The American Institute of Fair Competition, of







CLYDE TOMLINSON
New President



DAN SCOATES Secretary

which his firm is a charter member, and asked the dealers to investigate the policies of the manufacturers with whom they were doing business.

The afternoon session was given over to Implement Distribution Problems, with L. J. Fletcher, agricultural sales manager, Caterpillar Tractor Co., Peoria, Ill., discussing "The Problems of the Implement Trade As Seen By a Manufacturer."

Mr. Fletcher said in part: "No nation ever will be happy unless there is some freedom of competition. I have been in a nation where it was restricted. I tell you competition is what makes a nation. There are many reasons why dealers in farm and hardware implements do not make money. The principal one is because they do not know their costs. Forget your discounts. Remember your costs. The farmer must pay what his produce is worth and hold to that price. There is one other question, that is trade-ins. Pardon me, but I must say we must get out of the habit of second-hand thinking. Again forget it. A successful dealer must be able to think out his own problems, and any man, dealer or not, who is not able to reduce his problems to understandable basis should not be listened to."

The "trade-in" situation, with re-

gard to implements, was then covered in a spirited discussion in which the following dealers took prominent parts: A. C. Toudouze, San Antonio; E. V. Horne, Lockhart; J. A. Hull, Greenville, and J. L. Leazer, Valley View. Clyde Tomlinson, who was later chosen president of the association, summed up the discussion.

Wednesday morning's session opened with Glendon Hackney, assistant editor, Hardware Retailer, Indianapolis, talking on "A Comparison of Operating Expenses." He had figures of the hardware trade covering the retailer, wholesaler, chains and department stores, and he analyzed the various items that made up these costs to show just where the independent hardware retailer stands.

E. B. Gallaher, treasurer, Clover Mfg. Co., and editor of Clover Business Service, Norwalk, Conn., talked on "The Future of Hardware Distribution." He called attention to the need of the wholesaler and retailer working closely together. Following his talk he was asked many questions dealing with the economic situation as it affects business today.

Thursday morning's session was (Continued on page 128)



# TAILS ... YOU LOSE

It is sometimes quicker and easier for a merchant to sell a cheap sash cord or clothes line than better grades that cost more. It takes less time, less explanations. To a customer who doesn't know the difference, the appeal of a low price is often a sufficient argument for purchase.

But when a merchant permits such a sale to take place, he seldom profits from the time he saves. For he fails to deliver the measure of value to which the customer is rightfully entitled—and which he naturally expects.

It invariably happens that when a customer learns of the greater durability and service of Samson Spot Sash Cord—of its superior construction, free of all the cheap substitutes for high quality yarn such as are used in inferior grades—he sees the wisdom of paying the higher price for this better sash

It is equally true that the merchant who sells Samson Spot Sash Cord can always be sure of its uniform quality—of its firm, even braid—of its smooth, hard finish—and of its trouble-free service extending for twenty-five years or more. For it is made in only one grade, easily identified by the Colored Spots—our trade-mark.

The same common sense attitude is taken by most women. The average housewife when buying a clothes line would prefer to pay the extra amount for Phoenix Sash Cord if she is told that it is three times as strong as ordinary clothes line and that it will last many times longer. That is economy she can understand. She will appreciate just as quickly why it gives her more for her money in service and satisfaction when she knows that it contains none of the soft roving and loading found in cheaper cords—that it won't snap or sag as they do, when her washing is on the line.

It may take longer to sell the better performance of good braided cord, but merchants tell us that it is time well invested.

Samples on request.



## Pacific Northwest Association Reelects John Oud President for Third Term

JOHN OUD of the Oud-Shields Hardware Co., of Orofino, Idaho, in his second term as president of the Pacific Northwest Hardware and Implement Association, set the tempo for one of the best attended and optimistic of its conventions when, in his friendly, but pungent way, he opened the thirty-first annual meeting at the Davenport Hotel in Spokane, Wash., January 28 and 29. Later, Mr. Oud was reelected to head the association for his third term in that office.

"We may not be able to cure our business ills in a day" said Mr. Oud, in opening the convention, "but we will try to diagnose the troubles."

Even though we are faced with the prospects of a splendid year during 1936 we can not just sit by and let things take care of themselves. Mail order and chain store competition is getting harder. We must make an intelligent fight for increased volume with the weapons -the quality of our merchandise; the service we are willing to offer; attractive displays; and thorough cooperation with the jobbers." He also said that cooperative buying doesn't give the small independent dealer much of a "break" on slowmoving and infrequently ordered merchandise.

Alvin Jensen, Jensen-Byrd Co., Spokane, and Theodore Nelson, Frigidaire salesman for the same firm, opened the first afternoon session, and both stressed the importance of the major appliance business to the hardware retailer. Thoughts stressed in these talks were:

"Train a man specially for this selling, send him out on house calls and visits to the homes in the mornings and evenings, for this is when the big volume of large electric equipment sales are made in the homes. In addition, be sure your appliances are out in front, they are interesting to look at and they won't sell unless they are looked at." It was also urged that the hardware man not talk single units

to be sold under the Federal Housing Act, but that if he is selling a washing machine, that he talk an ironer also, emphasizing the small extra payment necessary per month.

L. C. Van Patten, Cheney Weeder Company, Cheney, Wash., urged that a careful study be kept on taxation, that it not be allowed to get out of control.

"The greatest problem of today is lack of team work in the matter of price competition and price merchandise," said C. C. Carter, president, N. R. H. A., Carthage, Mo., who also said, "the goal is that more hardware shall pass through hardware stores."

Following the continued emphasis placed on the selling of electric washing machines and other major appliances through the FHA and otherwise, an interesting point was brought up in the general discussion by A. L. Barnes, Lewiston, Idaho, who said: "Any dealer with a large rural trade should not forget that a lot of farms do not have electricity, but they can buy washing machines. We sell 68 per cent of our washing machines to homes that are not electrified, with a man concentrating on farm trade to good

advantage. However, such a salesman should be on salary, not commission, for the cost of long jumps and car maintenance rules out the commission."

The showing of several interesting films by the International Harvester Co. was followed by the election of directors and officers as the closing order of business for the first day.

The report of the nominating committee was adopted unanimously putting the following directors in office for the coming year: John Oud, Orofino, Idaho; W. H. Richardson, Harrington, Wash.; William Watzke, Lacrosse, Wash.; John Miller, Lind, Wash.; A. L. Barnes, Lewiston, Idaho; O. L. Lundalem, Deer Park, Wash.; Earl Kidder, St. Maries, Idaho. From these directors Mr. Oud was reelected as president for his third term; Mr. Richardson was elected vice-president, and Lee F. Olney, Spokane, Wash., was reappointed secretary.

On the program for the second day, O. L. Lundale, Deer Park Hardware Co., Deer Park, Wash., spoke from the viewpoint of the small town merchant. He said that

(Continued on page 130)



Left to right: John Oud, president, Pacific Northwest Hardware and Implement Association; C. C. Carter, president, National Retail Hardware Association, and Lee F. Olney, secretary, Pacific Northwest Association.



#### Acme Newspictures, Inc.

# OPEN FIRE!

FRIGIDAIRE GOES INTO ACTION WITH THE OPENING GUN OF ITS GIGANTIC CAMPAIGN FOR 1936



• Frigidaire's field organization, largest in the industry, is on the move toward its most successful selling season in history!

In 38 dramatic conventions now going on from coast to coast, Frigidaire is presenting to its 20,000 dealers and salesmen the sensational Frigidaire for 1936—a product utterly new, stunningly beautiful, crammed full of powerful sales appeal in every respect. New campaign strategies are being introduced—dynamic, forceful new plans for action that overlook nothing to insure your biggest Frigidaire year! The men who have seen these spectacular new products and the powerful, compelling sales program are confident of sweeping victory. They agree that the challenge "You'll do Better with Frigidaire in '36" is no idle boast!... Frigidaire is going into action, and its greatest record-breaking year lies ahead! FRIGIDAIRE CORPORATION, DAYTON, OHIO

You'll do better with Frigidaire in 1936!

# Minnesota Association Favors State Fair Trade Legislation

ESPITE a siege of sub-zero weather and a biting 30mile gale, the fortieth annual convention and exhibit of the Minnesota Retail Hardware Association was well attended at the Municipal Auditorium, Minneapolis, Minn., January 21 to 24, 1936. The convention endorsed the American Institute of Fair Competition; favored continuation of state real estate taxes and the extension of the chain store taxes and establishment of personal gross income taxes, and went on record in support of the state fair trade laws which would permit legalization of equal buying arrangement (or price agreement) among independent retailers in connection with their purchases from wholesalers and/or manufacturers. The convention opposed: sales taxes as a means of raising revenue; distribution of free seeds by state and/or federal governments; and went on record strenuously objecting to jobbers selling consumers or gas stations and other types of retail outlets plus the practice of financing non-hardware retail channels, all of which makes unfair and unjust competition for the hardware trade.

George Herreid, Deer River, was elected president, succeeding Dan Billman, Minneapolis, who presided at the convention. Frank Breher, Wadena, is the new vice-president and manager-treasurer C. J. Christopher was re-elected. The executive board for the coming year is: J. A. Hurley, St. Paul; Ebert Johnson, St. Cloud; A. J. Rynda, New Prague, and John Hyslop, Fulda. The new advisory board is: S. E. Hunt, Red Lake Falls; F. W. Bruscke, Good Thunder, and Dan Billman, Minneapolis, all past presidents

The convention opened with the customary president's breakfast dedicated to the charter members of the organization. At this meet-



DAN E. BILLMAN Retiring President



C. J. CHRISTOPHER Manager-Treas.



GEO. HERREID
New President

ing 281 members who had been affiliated 25 years or more were also honored. President Billman welcomed the convention, thanked exhibitors and spoke briefly on conditions and the association's year, saying in part: "With business conditions in this territory much improved-with everybody feeling better-more optimism, we have much to be thankful for. Prospects are brighter and I confidently believe that 1936 will be a better year for all of us than the year just finished." Mr. Billman then thanked the association officers for their support, told of the work being done by state legislation for chain store taxes and against sales taxes, and said Minnesota hardware sales were 15 per cent ahead of the previous year. Agricultural products, he said, showed an increase of 36 million dollars for the state.

### Urges Support Of Patman Bill

Talking on price discrimination.

A. W. Cullen, editor, Hardware Trade, urged support of the Patman bill and discussed price advantages enjoyed by the chains and mail order houses and of efforts being made to correct this unfair situation. Speaking for the American Institute of Fair Competition, Jo-

seph H. Plumb, Fayette R. Plumb, Inc., Philadelphia, responded to Mr. Cullen's remarks, telling of the work of the institute to correct unfair selling policies of manufacturers, making sales policies a matter of common knowledge. He said in part, "The institute was formed in response to your demand for some way to distinguish between the manufacturers who are supporting you and those who put other channels of distribution in a position to undersell you. Any manufacturer can file a statement of sales policy. If there are matters connected with the sales policy of any manufacturer which are not covered by his filed policy, members of the trade may inquire of the institute as to what his policy is in such matters. The manufacturer must reply to such an inquiry. The institute has power to investigate the facts to discover if such a reply is correct. The institute will then notify the inquirer. In answering an inquiry, the manufacturer is not obliged to disclose or to make public the details of his business with any particular customer. He must, however, permit the institute to examine the details of the matter under inquiry, in order to verify the truth of his statements. Thus, gentlemen,

(Continued on page 130)





K. H. YOUNG President



A. B. RUMLEY Retiring Pres.



J. M. STONE Secretary-Treas.



A. B. CHANDLER
Governor

# Governor Chandler's Address Won Acclaim at Annual Meeting of Kentucky Dealers

HE address of Governor A. B. ("Happy") Chandler was the outstanding feature of the 36th annual convention of the Kentucky Hardware and Implement Assn., held at the Seelbach Hotel, Louisville, Jan. 21 to 23, inclusive. Governor Chandler, who has long been an enthusiastic exponent of the interests of hardware and implement dealers, delivered an address at the opening business session of the convention which was so favorably received that immediately following his talk the association unanimously adopted a resolution pledging 100 per cent support to the Governor's program. The largest attendance of the convention heard the Governor's address, and he received a genuine ovation upon appearing in the hall. Following his address it was necessary for the convention to recess to permit dealers to extend their personal congratulations on his talk.

Governor Chandler has always taken a firm stand against sales tax legislation in Kentucky, and it was largely through his efforts that this was recently repealed in that state. He declared that during the time it was in effect it had taken \$10,000,000 in retail business away from the merchants in the state and had, in addition, diverted \$6,000,000 worth of retail business to adjoining states. He reiterated his vigorous opposition to any tax of this character and declared: "No business in Kentucky will be mistreated

by tax legislation brought before the General Assembly by my Ad-The circulation of ministration. money and trade must be unimpeded, or else recovery will never really return to Kentucky." After describing the plans of his Administration to operate the state government on a business-like and efficient basis, he urged dealers to take an active interest in the state's legislative affairs; invited dealers to compare his campaign pledges with his accomplishments to date, and stated that "The fight for good government in Kentucky has just begun." Following his address the Governor, in a private interview given to this HARDWARE AGE representative, said that he believed his estimates of the losses suffered by retailers through the state sales tax were "very conservative."

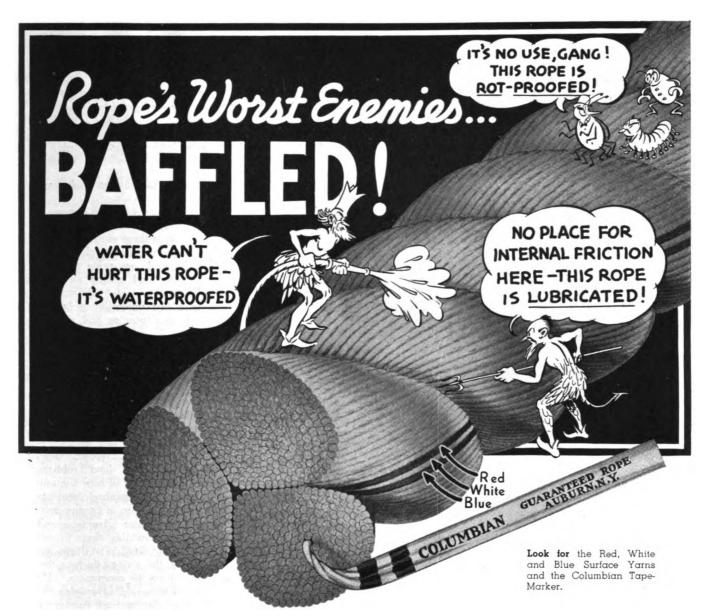
### Large Attendance

Attendance exceeded that of all recent years, and all available exhibit space was sold far in advance of the convention. The convention officially opened at a luncheon Tuesday noon in the Seelbach Rathskeller, with the association as host. After the lunch the first business session convened in the meeting and exhibition hall on the tenth floor of the Seelbach.

Following opening formalities, President A. B. Rumley delivered his annual message. President Rumley stated that "there is a place for the independent retail merchant

in today's picture," but he gave due credit to more aggressive competitors. He discussed the comparative volume of chain versus independent stores in considerable detail, and quoted Government figures to show that independent stores still do 67 per cent of the total retail volume, or more than twice the aggregate business done by chain and department stores. The necessity of adjusting methods to ever-changing conditions was emphasized by President Rumley when he said: "Yesterday's methods will not suffice for tomorrow's needs; each day must create a new approach to its problems, a new method for their solution. We are not protected by any patent; we must justify our existence through a real and genuine service rendered our community." He asserted that the price problem being faced by the entire hardware industry is most disturbing; called attention to the growth of consumer leagues which are pooling their purchases, and buying direct from manufacturers in many foreign countries, and to some extent in the United States, and to combat this trend he advocated that prices be kept as low as possible. He then voiced the opinion that business is better and that the current year may be expected to reflect further improvement. He next briefly reviewed the work of the association, and, in closing and through selected quotations, he advised fellow dealers to

(Continued on page 132)



THE exclusive method we use in treating each individual fibre in Columbian Rope accounts for this victory. WATER, INTERNAL FRICTION and DECAY—ropes worst enemies—don't bother Columbian. It is protected by our Waterproofing and Lubricating processes which seal the rope fibre against decay and give our rope

greater flexibility. Expert seamen like Columbian because it is so easy to handle and to coil even when wet.

We know it is good rope. That is why we take full responsibility by guaranteeing every foot of it. The Red, White and Blue Tape-Marker in one of the strands positively identifies Columbian Rope.

### COLUMBIAN ROPE COMPANY

352-80 Genesee St.

AUBURN, "The Cordage City," N. Y.

# COLUMBIAN TAPE MARKED ROPE

### South Dakota Dealers Seek Higher Chain Store Tax; Fair Trade Practice Law



G. R. SIDDONS
New President



J. C. MULVANEY Retiring President

RENEWED attack on chain stores, scoring of governmental expenditures, and a demand for a fair trade practice law, marked official activities of the South Dakota Retail Hardware Association at its 31st annual convention, Sioux Falls, S. D., January 28 to 30, inclusive. Despite severe cold weather, there were 178 registrations.

Resolutions adopted called for increased taxes on chain stores, the association declaring that the present State tax is "entirely inadequate," and it was recommended that a bill, patterned after the Iowa chain store tax law, be introduced at the next session of the legislature. The expansion of local, State, and Federal budgets was also criticized, and it was insisted that governmental expenditures be held to a point where taxpayers would be able to assume the debt burden without increased taxation. The establishment of a fair price merchandise distributing system and a law against selling below cost was sought in the proposed fair trade practice law, the association suggesting that such a law for South Dakota be patterned after the California statute.

Endorsement of the American Institute of Fair Competition; a unified plan for equitable rate structures for railway and highway transportation; approval of the 8-point N.R.H.A. merchandising pol-

icy, and approval of the Patman bill, designed to outlaw preferential prices, rebates and allowances by manufacturers, were among other major actions taken by the association.

A. W. Cullen, St. Paul, Minn., editor Hardware Trade, spoke on discriminatory price practices by manufacturers in selling to syndicate stores and independent merchants, but visioned improved conditions through possible Federal legislation. C. J. Christopher, Minneapolis, Minn., association manager and treasurer, spoke on the N.R.H.A. 8-point merchandising policy; and Joseph H. Plumb, Fayette R. Plumb, Inc., Philadelphia, Pa., spoke on the American Institute of Fair Competition, of which institute this firm is a charter member.

### Cooperation

A. E. Richardson, sales manager, Simmons Hardware Co., wholesale, St. Louis, told of three important phases in retail merchandising activities when he spoke on cooperation between jobbers and retailers. Mr. Richardson termed the three phases (1) efficient merchandising, (2) proper promotion, and (3) ample financing. He said that retailers should study their businesses carefully, seeking flaws, and then

make proper adjustments wherever necessary.

Rivers Peterson, editor Hardware Retailer, emphasized the importance of recognizing three vital factors involved in competitive merchandising. These, he said, are price competition, buying and selling methods, and distributing costs. He stressed the point that unintelligent buying of goods is expensive and reduces profits.

A surprise feature on the speaking program was presented when Bjorn C. Christianson, St. Paul, Minn., northwest hardware manager, Montgomery Ward & Co., spoke on "Why Chain Stores Sell More." Mr. Christianson's address is published in full elsewhere in this issue.

Lloyd W. Hirst, vice-president, Pratt-Mallory Co., food jobbers, Sioux City, Ia., told of how a group of jobbers had organized into one unit for the purpose of buying merchandise at greater advantage and lower prices, enabling them to sell to independent retailers at decreased figures, and the savings, in turn, being passed on to consumers. He also urged increased advertising.

The need for trained employees in retail hardware stores was stressed by G. W. Sulley, National Cash Register Co., Dayton, Ohio. He declared that it is vital that employees understand the merchandise they are selling in order that they can present thorough and logical arguments to their prospective customers. He added that small stores, well managed, can make as large a profit on their investments as can the large stores.

B. B. Turner, sales promotion manager, Globe American Corp., stove manufacturers, Kokomo, Ind., spoke on comparative salesmanship and gave a demonstration of stove selling. Mr. Turner said that retailers must learn to sell performance and uses instead of "things." He declared that performance, durability and economy are the three major buying motives. He said that an intelligent buying public, when properly convinced, will pay more for much better merchandise. C. C. Wagner, Sioux Falls, Federal Hous-

(Continued on page 138)

 $\mathsf{Digitized} \ \mathsf{by} \ Google$ 

# MAKE MORE SALES in 1936 with Coleman Ranges

INSTANT GAS FROM GASOLINE

## A COMPLETE LINE OF MODERN MODELS — PRICED TO FIT EVERY PURSE

No matter what your customers demand in style or size—no matter how little or how much they want to pay—you can satisfy their exact desire from the complete line of 1936 Coleman Safety Ranges. There is a model to fit every cooking need—at a price to fit every purse. De Luxe models that challenge comparison—lower priced models that meet and beat mail-order competition.

Here are some of the many outstanding features that will help you sell more Coleman Safety Ranges in 1936:

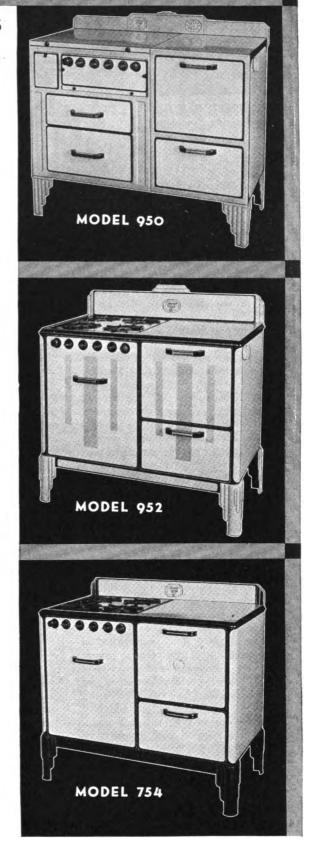
- NEW SILENCER makes burners quieter in operation.
- IMPROVED BAND-A-BLU BURNERS with higher heating efficiency; save heat and cut fuel cost.
- NEW CLOSED TOPS conceal manifolds, give added beauty and provide added convenience.
- ALL BURNERS INDIVIDUALLY CONTROL-LED by new quick-acting auxiliary valves.
- NEW AIR INTAKE with convenient and accurate air adjustment, provides burners with fresh live air.
- EVERDUR METAL FUEL TANKS are rust and corrosion proof; the greatest safety feature ever put on a liquid fuel stove.
- UNEQUALLED BEAUTY—distinctive style, modern design, attractive finishes and colors that please the most discriminating buyers.

Are you an Authorized Coleman Stove Dealer? If not, write or wire for information regarding Sales Franchise in your locality.

• Beautiful New Catalog Ready!— Shows the full line in their natural colors. Illustrates Coleman exclusive features—one of the finest catalogs of its kind ever published. Get yours now!

### THE COLEMAN LAMP & STOVE CO.

General Office: WICHITA, KANSAS
Branches: Philadelphia, Chicago, Los Angeles, Toronto





CHESTER E. YOUNG Retiring President



FLOYD S. LAMB New President



CHAS. F. NELSON Secretary-Treasurer

## Oklahoma Dealers Protest Steady Rise of Taxes

NSISTING that a halt be called in the steady rise of taxation and expressing strong opposition to any further efforts to raise taxes, the Oklahoma Hardware and Implement Association in 33rd annual convention at the Masonic Temple, Oklahoma City, January 28 to 30, demanded that the present excessive governmental expenditures, local, State, and Federal, be promptly curtailed and the cost of government kept within the means of people to pay. Eight hundred dealers and retail salesmen were present for the meeting.

Considering the "Causes and Cures of Today's Competition" as it affects them, hardware and implement wholesalers and retailers alike were urged to thoughtful study and adhere to the merchandising principles as adopted by the N.R.H.A. Pointing out the magnitude of the discriminations against independent merchants, as disclosed by the inquiry of the Patman committee, in the granting of preferential prices, rebates. brokerage and advertising and other special allowances by manufacturers to syndicate store systems, the association endorsed the decision of their national organization to support such measures as appear to offer greatest assurance of eliminating these practices. Another of the resolutions adopted decried the policy of manufacturers and wholesalers who open their own outlets in communities where distribution is possible through already

established retail establishments. Positive opposition to the passage of pending legislation for a thirty-hour work week was also expressed by the association.

The association further declared opposition to such price filing, whether in connection with trade practice conferences under the supervision of the Federal Trade Commission or otherwise, and as a means of putting the wholesaler-retailer system of distribution on a comparable basis with competing systems, the association urged retailers and wholesalers to closely study their operating expense, with a view of eliminating all non-essential costs.

The first afternoon's discussions centered a r o u n d "Preferential Prices." D. W. Northrup, president, Henry G. Thompson & Son, New Haven, Conn., dealt with manufacturers' discounts, rebates, and secret allowances.

#### Fair Trade Institute

In giving "The Manufacturers' Answer," H. M. Swain, vice-president, Irwin Auger Bit Co., Wilmington, Ohio, advocated that retailers and wholesalers lend their support to the American Institute of Fair Competition in seeking methods to prevent unfair competition and to eliminate unjust allowances and discounts to favored syndicate outlets.

Setting forth the possibilities for increased profit in the potential im-

plement business in 1936, R. C. Archer, assistant sales manager, International Harvester Co., Chicago, declared this should be the best year for implement sales dealers have seen for some time; but he cautioned that "dealers will have to go out after the business if they expect to plumb the depths of possibilities and build up volume."

Built around the subject "Retail Store Management," the second day's session was a most helpful one. In a comparison of operating costs, Glendon Hackney, assistant editor, Hardware Retailer, Indianapolis, presented figures on mail order, chain and variety stores as compared to hardware stores, showing that the chief disparity in such figures lay in distribution costs.

Louis Buisch, National Cash Register Co., Dayton, Ohio. stressed "Better Selling, the Key to Bigger Profit," with special emphasis on salesmanship-training for clerks.

E. P. Hall, E. P. Hall Hardware Co., Durant, Okla., speaking on "It Pays to Modernize Your Store," related his own experience in increasing his business in the past seven months \$18,000 over the same period last year, by using better store methods and better display.

One of the very best sessions was the school in show card writing. conducted by F. B. Koock, director, Pen Art Department, Hill's Business University, Oklahoma City. Much interest was shown in Mr. Koock's very fine demonstration. and as a result a three-day school in practical show card work is being planned as a feature of next year's convention.

The value of modern store fronts in selling was stressed by F. W. Flynn, Pittsburgh Plate Glass Co., Oklahoma City, who gave a practical demonstration of the difference in old style and modern store fronts.

Paul Mulliken, assistant to the president, Simmons Hardware Co., wholesale, St. Louis, brought out the possibility of meeting competition through closer wholesaler-retailer cooperation, and offered a plan as basis for securing such cooperation.

E. W. Smartt, manager of the Oklahoma Retail Merchants Association, Muskogee, spoke on legislation, lending particular emphasis as to what the State Old Age Pension law will mean in the way of taxation to retail merchants.

F. S. Lamb, president, Pettee's Hardware Co., Oklahoma City, was advanced from first vice-president to the presidency, to succeed Chester

(Continued on page 138)

# RIO



Note construction of new THEFT-PROOF display case

Package slides down vertically—and is pushed out through lower slot from behind, not pulled out by customer. Open for inspection, but protected from pick-ups. With easel for stand-up and tab for hang-up.



Retail price:

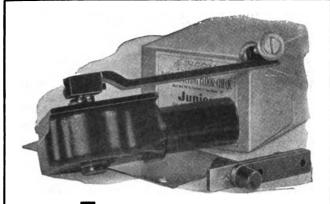
5 for 15¢

Here are a few quick facts that suggest how we work constantly toward our one fixed aim: To produce razor blades as near shaving perfection as possible.

Only highest grade Swedish charcoal steel is used in RIO blades, every inch magnetically tested for flaws. This steel is tempered by the most modern methods and accurately checked for hardness. Blades are ground, spiral honed and stropped by specially designed equipment. Every blade is individually inspected under Cooper-Hewitt lights, then wrapped and packed mechanically by pneumatic fingers. A costly routine for a razor blade, but essential for first quality.

Note particularly the fact that RIO blades are individually inspected. This is our protection and yours. Customer will not come back to you with complaints on shaving results. Every RIO blade is the same—The new standard of quality. . . . . Standard Safety Razor Corp., East Norwalk, Conn.





# The LOW-PRICED MEMBER

### of a High Quality Line

This double-acting floor check for pantry doors and other light interior doors is the product of all the skill and experience which developed the Rixson line of floor checking devices.

The Rixson "Junior" is the class of builders' hardware you can afford to stock for the miscellaneous run of demands from day to day. Although less specialized in its use, it is typical of heavy-duty models ... and a more popular seller.

When you locate a new building project, a remodeling or modernizing job—you need the sure cooperation of an established manufacturer. You are glad to turn to a line which you long ago learned was dependable.

Check and fill your stock. Write us for any detailed information needed.

### THE OSCAR C. RIXSON CO.

4450 Carroll Ave., Chicago, Ill.

New York Office: 2034 Webster Ave., N. Y. C.

Philadelphia - Atlanta - New Orleans - Los Angeles

San Prancisco



BUILDERS' HARDWARE SPECIALTIES

### Why Chain Stores Sell More

(Continued from page 59)

buyer, you can find someone to sell it to you for that price. If you haven't enough weight to bring the necessary pressure on your source so as to get the price concessions needed, then you must combine with others, until you do. You can't accomplish it any other way. You must have a certain markup to take care of all your expenses and leave you a profit besides, and yet that same markup must not bring your selling price beyond that of your legitimate competition.

After you once get the margin that you need, you must maintain it. In order to conserve it, you must not allow any shrinkages to enter into your merchandising plan. Markdowns will do it, and no business is free from markdowns—not even your business, whether you know it or not.

The difference between a chain store and the independent at this point is the chain stores know the seriousness of markdowns and know it must be controlled. They make allowances in their budgets to take care of them. That is why their physical and their book inventories agree, or very nearly so at the end of each year.

The small merchant does not worry about anything like a mark-down. It is seldom mentioned even in meetings like this. It is typical of the "forgotten man," a forgotten merchandising principle.

#### **Price Concessions**

When merchandise gets shopworn and the dealer has to sell it for less, he does not make any record of it. When he sells an item for 40 cents that he was planning to get 50 cents for, he does it without any worrying about how it will affect his profits. But it does. If the independent dealer was forced to record price concessions given to customers, he would be surprised at how fast they would total up.

When no thought is given to the age of merchandise in the store, sooner or later some of it will fail to bring in the regular price or what the store manager planned was necessary so he could make a profit in selling it.

To do a better job in keeping markdowns at a low point, such as the chains are doing, you must do several things:

1. Buy your merchandise intelligently. Take into consideration the seasons. Make it your business to know when the peak of the season comes, in any line. Build up your stocks so as to have the most goods in advance of this peak and then learn to taper off so you will have little or nothing left when the season is over.

- 2. Don't guess at specifications, sizes, etc. Make it your business to know which size or kind sells best. Keep records, making it possible for you to check back if necessary to get this information.
- 3. Don't guess at quantities. When buying, do you know how many you have on hand, how many you have on order, and how many you sold in the last 30 days? The syndicate stores know. That is one of the reasons why they seldom buy too much and why they get as much as six turnovers on housewares, 4½ on sporting goods, 4 on straight hardware, 5 on paint, 5 on farm equipment, and so on down the line.

I know that it would help every one of you immensely, if you are not using such a form to have an order blank of your own on which all orders, both mail orders and those given to a salesman, would be written—this order blank to have three narrow columns at the left of the page headed "On Hand," "On Order" and "Sales previous 30 days," respectively. Then make it a rule never to order any merchandise without this information in front of you.

4. Encourage your salespeople to talk with you about merchandise that is not moving. Aging merchandise is a parasite. Stores that want to keep their merchandise investment down, identify each item as it comes in so one can tell whether it has been in the store six months, one year, two years or more. No one makes any money on two year old goods. There are many reasons to back up the statement that your profits dwindle fast after your merchandise gets a year old or more. I don't have to tell you that. So why lose money on merchandise that is getting older every day.

### Store Supervision

Now I come to the fourth point, and that where you are going to say "It can't be done." I have seen too much on both sides of the fence to know that it can't be done without it, and that is:

Store Supervision Should be Given In the Field by Men, Whether Out of the Association Office, Under the Jurisdiction of Your Main Jobbing Source or Otherwise.

In other words, if efficient operation is to be maintained at the high point necessary to meet the competition you have today, someone from the outside must check up the carrying out of fundamental principles of business which the small merchant is apt to ignore.

About six years ago, I tried to put into effect in a group of hardware merchants just such type of supervision. I didn't get very far, for in the first place I was five years ahead of the times, and another very good reason, I didn't know enough about it. The principles of this plan were almost identical with those which are now a part of the program of such concerns as Hall Hardware Company; Marshall Wells Hardware Company; Hibbard, Spencer, Bartlett Company, and perhaps others that I am not in touch with. These large suppliers of hardware believe, and correctly so, that the solution of the problems of the hardware merchant lie in active supervision from outside of one's business.

In other fields such as the variety, the grocery, and the drug, these same ideas are being put into effect. Whether the supervision is in advisory capacity or mandatory, does not make so much of a difference if the merchant has admitted to himself the need of it and has faith in the ability of those who serve him. Go into a chain drug store today—then into an independent store. The difference represents largely outside supervision and help rendered by one who is highly skilled in operating such a store.

### An Investment

When you begin to pay \$10.00 or \$20.00 per month for such service, intelligently rendered, your expenses will begin to go down and your profits to go up. This is the type of expense that is an investment. Invest some of your money in brains instead of merchandise.

The chains spend more money for expenses than you do. Administrative and supervisory expenses are hardly known to you. Yet if the money paid out for them is wisely spent, it will lower the ratio of overhead to sales, rather than increase it. Your margin will go up, your investment down, your sales up, and so on.

Point five that I tried to make was this:



### **MORE HORSES —MORE HARNESS**

The Supreme Court decision outlawing the "Triple A" is causing much speculation as to the future of the American Farmer.

With all restrictions removed, however, it seems pretty certain that a greatly increased acreage will be returned to production this spring.

That means More Horses, because farmers are finding out that Old Dobbin is pretty hard to beat for all-around usefulness, dependability and economy.

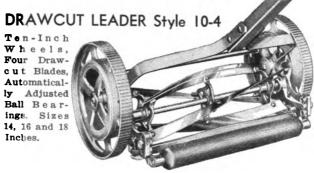
More Horses means, naturally, More Harness, and that's where you come in. Why let the Mail Order House get this business from your farm trade? Get it yourself with a line which permits you to meet the stiffest competition.

BEN HUR and LATIGOTAN harnesses are making handsome profits for hundreds of dealers in "Worthington Territory."

WRITE FOR OUR SPRING HORSE GOODS **FOLDER** 

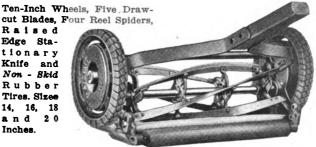
THE GEO. WORTHINGTON CO. CLEVELAND, OHIO

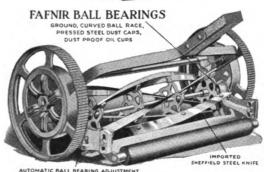
## BLAIR Drawcut LAWN MOWERS



### **BAY STATE Style 10-5**

Raised Edge Stationary Knife and Non - Skid Rubber Tires. Sizes 14, 16, 18 and 20 Inches.





AUTOMATIC JR., Style 11-5 Eleven-Inch Wheels, Five Drawcut Blades. Sizes 16, 18 and 20 Inches.

Push the BLAIR line for 1936 — a line backed by 57 years of experience. The models shown above are only a few of a complete line—a line that has superior advantages not only in superlative construction and materials used — but includes models with which to meet price competition.

(Write for quotations and circulars)

# BLAIR

MANUFACTURING COMPANY Established 1879 SPRINGFIELD, MASSACHUSETTS

Some Group Effort Among Retailers, and Perhaps Wholesalers, Should be Accomplished Such as Will Make Them the Power in the Buying Field that the Large Syndicates Are Today,

When the independent merchant pays about as much for the same, or identical merchandise, as the chain store is selling it for, then something is radically wrong. I do not imply that the chain store pays too little or the independent too much, considering the conditions which surround the distribution of merchandise, through these two channels. Both are justified, under their present set-up. The two methods are not competitive, however.

Is there any blame attached to buying certain merchandise at 78 cents even if someone else is paying \$1.09? Furthermore, is there anything wrong with selling what costs 78 cents for \$1.19, netting 32 per cent gross on sales, even if the one who buys it for \$1.09 can only make 8 per cent when meeting this price? Positively not. You can't blame the one who buys it for less if he sells it for less.

### A Competitor's Policy

Here is the policy of one of your large competitors as it relates to competition:

"It is the policy of this company that our retail prices never should be higher than the prices of any leigitimate competitor on comparable quality merchandise."

This means meeting regular prices with regular prices, sales prices with sale prices, and their definition of a legitimate competitor is just as definite and exacting as the one set down by your own trade organization.

Please notice nothing is said in this statement of policy about underselling other retail outlets. This is not a thought of the average syndicate store. Their prices are fixed long before they know of what competition is doing, and adjustments are made to meet prices rather than to beat them.

Not so long ago, I was in a good sized city in Iowa. I visited the store of a hardware merchant that you men have all heard of. He is a pioneer in Association and Hardware Insurance work and known the country over. He has a beautiful store, and a very fine assortment of merchandise.

While in the store I shopped fifteen items of merchandise. Many of these were identical with the merchandise the mail order chain

is selling—made by the same company—regular stock merchandise— I found in every instance the prices ranged from 10, 15 and up to 20 per cent above those offered in a mail order chain store several blocks down the street.

Then I said to myself—"Just why will people walk six blocks beyond this chain store to pay another merchant 10 to 20 per cent more for the same merchandise?" Here was a "why" which could only be answered in one way: The reason is this—that these people did not know that the chain store merchandise was either identical, or if made by another factory, in every way equal to the higher priced goods offered by the independent store. Who wants to pay more for equal values today? No one—not if they know it.

Today this is the big problem of the syndicate store, this process of educating the public so they will realize that lower prices do not indicate inferior quality by any means. You can rest assured this is being done.

And so you have another phase to this competition you have not reckoned with. It is growing rapidly, emphasizing the necessity of the independent dealer doing something about it. The present status of the independent store is not going to carry you through. Your way of doing things has not kept the syndicates from making inroads on your business, and the sooner you recognize that you can't go it alone, that you have to group your efforts with others, the sooner a way will be found.

It is up to you to bring this about. The pressure, or demand, must come from merchants who are already grouped together for their own interests, and who recognize that they are not going far enough to meet conditions as they are today.

You can talk about service, quality, prestige, home-owned, etc. It all helps. But you have had all these things in your favor for the last ten or fifteen years, and yet you have been slowly losing out. If they haven't saved you, why expect them to in the future.

Then I have been asked to say something about display.

The question arises—Does chain store display sell more merchandise than the hardware store type? My answer is "yes," using the mail order chain store as a criterion.

All chain store display methods do not lend themselves to such lines as your merchandise. The stores I refer to, do. Instead of going into any lengthy discussion or trying to paint a picture without the materials at hand, I urge you instead to visit one of these stores just as soon as possible. You may not approve of all you see, but you will get enough in new ideas to pay you for driving 50 miles, if necessary.

The first impression you will get in the hardware lines is a riot of color. This is accomplished by covering the counters with red oilcloth and some green, and some in ivory. The stores are attractive to the eye and, therefore, interesting to the buying public.

The second impression you gain will be that of orderliness and cleanliness. I have known store managers that lost their position because they did not keep the stores clean and orderly.

Third, you will be impressed by the positive division of merchandise by lines. There is no intermingling of lines. Housewares are all in one place; farm equipment in another; auto accessories all in the same part of the store, and dairy supplies in one section, etc.

### Arrangement

Much thought is given to arranging merchandise in the store so that kindred lines are near each other. Consideration is also given to placing lines near each other so that the salesperson most familiar with the merchandise can work in both without traveling all over the store.

Granted that some of the better hardware stores do departmentize—but this is only true of a few of them. Ordinarily merchandise is found on one counter or the other, without any attempt at grouping for the convenience of the buyer.

Another thing I want you to notice and that is, there are no empty bins. If the merchandise that was on the counter has gone out of season, other has been put in its place. You do not find fishing tackle on display in January. I venture I can find some being shown in some of the stores represented here.

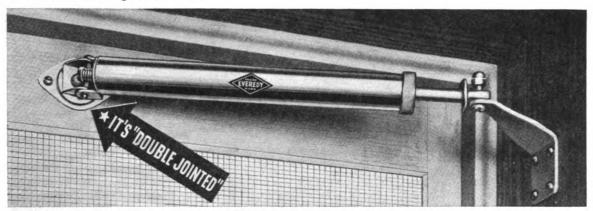
Chain store displays sell more because they show more. Every item, whether hardware, sporting goods, or what have you, must be out in the open. The customer is exposed to more merchandise and buys more.

The step-up type of a counter is more effective than the flat. Then risers, or superstructures as we call them, are used to feature hot items.

(Continued on page 140)

### GET ONE OF THESE EVEREDY DOOR CLOSERS—ON APPROVAL

See for yourself, at our expense, that it is the greatest door closer ever made. If you don't agree that it is what you want for your customers—the easiest, most profitable closer to sell—send it back. We will forward the postage cost to you! That's fair enough, isn't it?



No. 1100 DOOR CLOSER-RETAILS AT 85¢ EACH

### SEND NO MONEY

Write us direct, on your firm letterhead. Tell us your jobber's name. We will send you, postpaid, one Everedy Door Closer with the "Double-Jointed" Door Bracket. Keep it for 30 days. If not entirely satisfied—return at our expense—we pay return postage.

THE EVEREDY COMPANY

FREDERICK MARYLAND

#### THESE SALES AIDS MAKE MONEY FOR YOU

Everedy Door Closers will be advertised this spring to Home Owners all over the country through AMERICAN HOME and THE BUNTING DIRECT - TO HOME ADVERTISING SERVICE

# The ONLY Sprayer with Electrically Welded Seams

A sensational new Sprayer, made with big 5" TANK OPENING, ELECTRICALLY WELDED SEAMS AND HOT GALVANIZED AFTER TANK IS MADE. Because of the large opening, it is easy to clean and solution can be mixed right in the tank. In galvanizing tank after it is formed, a heavier coat of galvanize can be applied, and the galvanize cannot flake off while the tank is in the process of manufacture. This tank will withstand a pressure of 100 pounds.

### **DOUBLE** ACTION LOCK

UNIT

BIG 5" **TANK OPENING** 

**PUMP LIFTS** 

**OUT IN ONE** 

COMPLETE

- **DOUBLE** GRIP **PLUNGER**
- **SWIVEL NOZZLE COUPLING**

### New "OPEN-HED" Sprayer

Consider these features—note the advantages over the old fashioned machines. The surprising thing is that THEY COST LESS THAN THE OLD FASHIONED SPRAYERS.

New double-action lock makes it easier to operate—Swivel nozzle permits instant adjustment. Everyone who uses a Sprayer will want an OPEN-HED the minute he sees it.

Write for booklet and prices TO-DAY. If your Jobber cannot supply you, write us NOW for the name of our nearest Jobber.

### The E. C. BROWN COMPANY

750 Maple Street, Rochester, N. Y.

All types of Sprayers from Atomizers to Wheelbarrow Sprayers



. SWIVEL NOZZLE





### American Hardware Supply Co. Meet

(Continued from page 84)

he presented cash and other prizes to retail salesmen and dealers who won the awards in special selling campaigns. In connection with such events he urged dealers to more actively encourage the participation of their salesmen. Several new dealer members were then introduced.

MacDonald Witten, associate editor, Hardware Age, New York City, discussed several methods for increasing hardware store volume and profits. He advocated outside selling in particular, and briefly outlined the necessary procedure in carrying out a productive outside selling program. Dealers were also urged to make a written "inventory" of their personal characteristics and habits with a view to eliminating any obstacles which may be blocking their more rapid advancement.

As a surprise feature of the program, John A. Ditz, a director of the company, Ditz & Mooney Hard-

. A SIZE

FOR EVERY NEED

2 Quart to 10 Gallon Capacity.

Hand or Electric Operation.

4301 Warne Avenue

ware Co., Clarion, Pa., then voiced a well-phrased appreciation of the long and faithful service rendered the company by President Scarborough, who was presented with a luxurious easy chair and smoking stand. President Scarborough responded with appropriate words of thanks.

### Past, Present, Future

The address of Mr. Stout on "The Past, Present and Future," was the outstanding feature of the Monday evening program. As is indicated by the title of his address, Mr. Stout reviewed the past history of the company, described its present position in a detailed manner, and explained tentative plans for the company's further progress. Many of the points stressed in his talk were made more graphic by comparative and other special charts and graphs. Figures presented by

Mr. Stout showed that the company has enjoyed a 35 per cent increase in active membership and a sales increase of 145 per cent during the past three years, and that in its 1935 operations it turned its inventory, on a cost basis, 6-plus times, while operating on an overhead expense of 10 per cent. It was also pointed out that the value of the company's stock has increased 25 per cent within the past two years.

Under a plan explained by Mr. Stout, which was later unanimously approved by the dealers present, the company will discontinue the monthly patronage dividends previously paid on purchases. Instead, under the new plan of operation the company will allow the usual 2 per cent cash discount for payment within 10 days, and will declare its dividends to dealers annually. The new plan, it is said, will enable the company to continue its progress through "plowing" back profits, enlarging inventory, and enabling it to handle a larger volume of sales. It is believed that so much will be gained through the advantages of the new plan that the company expects to do a million dollar volume this year, and is being budgeted to operate with that volume on an expense of 8 per cent.

Another plan proposed and adopted was for a revision of the card index price system furnished dealers. This system embraces every item handled, and is brought up to date weekly. Larger cards, giving more complete information, are to be provided, with this system continuing to be supplemented by a large loose-leaf catalog having a price card file reference. An advertising service for dealers, now in the early stages of development by the company, was also approved.

E. A. Hastings, treasurer and assistant secretary, presented his report and made an analysis of the company's balance sheet as of Dec. 31, 1935. He also stated that the auditor's report had been accepted by the directors.

At Tuesday's business session Earle B. Yahn, Yahn-Jones Hardware Co., Elwood City, Pa., read the minutes of the preceding annual and semi-annual meetings. Later Mr. Yahn reviewed the by-laws of the company.

The following directors were then elected: Three-year terms: Charles



munities has created a wonder-

ful opportunity for DAZEY

ELECTRIC CHURNS, both to

new users and for replace-

Missouri

St. Louis

W. Scarborough, Scarborough & Klauss Co., Pittsburgh; F. B. Post, Paul & Post, Washington, Pa., and John A. Ditz, Ditz & Mooney Hardware Co., Clarion, Pa. Two-year terms: H. M. Kirk, Kirk, Hutton & Co., New Castle, Pa.; J. E. McGeary, Leechburg, Pa., and Geo. C. Brown, Punxsutawney Hardware Co., Punxsutawney, Pa. One-year terms: J. M. Scott, W. M. Scott & Co., Carnegie, Pa.; J. R. Andrews, Adamsville, Pa., and S. M. Wylie, Wylie Bros., Inc., Elizabeth, Pa.

A motion was made and passed to again hold a semi-annual meeting of one or two days' duration in July. The general meeting was then adjourned and in executive session the board elected the following officers: President, Charles W. Scarborough; vice-president, F. B. Post; secretary and assistant treasurer, J. M. Scott; general manager, William M. Stout, and treasurer and assistant secretary, E. A. Hastings.

### Increased Sales of Washers Forecast for 1936

(Continued from page 52)

1936 was analyzed from the standpoint of its positive and qualified nature; that is, those who were sure they would buy and those who hoped to be able to purchase were separately analyzed. This 30 per cent total buying intent breaks down into 25.4 per cent positive and 4.6 per cent qualified. Heretofore, each of our previous surveys of this kind has shown the qualified and positive intent evenly balanced, while, for 1936, better than 88 per cent of it is positive in nature. This indicates that buyers are on the march and that a degree of confidence and security in future employment is creating a more determined buying interest in 1936.

(3) Comparing the total buying intent for washers with other major appliances, as measured by this study, it is indicated that washers are in a favorable position. For example, buying intent for refrigerators was 49.4 per cent, kitchen ranges 37.7 per cent, oil burners 32.1 per cent, ironers 40.3 per cent.

(4) Assuming that this buying intent can be applied soundly



Over and above your regular tool sales, there is many an "extra" sale to be made by displaying neatly boxed sets of Millers Falls Steel Letters and Figures in a prominent place on your counter. Their usefulness provides the customer interest. Their obvious high quality needs no sales talk. Millers Falls Steel Letters and Figures are of finest steel, their faces accurately formed and sharply cut. They are made for that long-lasting satisfaction that you want every tool you sell to produce.

Every carpenter and machinist—even the "home-workman" who lends his tools—are prospects for a set of these identification dies. Gain these "extra" profits by adding Millers Falls Steel Letters and Figures to your line. Available in two types—guaranteed Hand Cut Gothic Face for general industrial use—Machine Cut Gothic Face, in lower price range for general, allround use. Write for Catalog and special information today.

### MILLERS FALLS COMPANY

Greenfield



Massachusetts



—for coming advertising in space carrying this border;

—announcing merchandise produced with probably the country's greatest length of experience;

- —by a factory with only 1/10 of 1% credit losses for all last year, thus eliminating the customary high credit loss cost factor from our final prices to you;
- —plus profitableto-you, practical
  variety AND
  a sales policy
  that the trade
  helped to plan;



—with most
of the salesresisting angles
eliminated;

against the 6,541,000 units purchased prior to 1930, it indicates that 1,962,000 women are interested in replacing their old washer in 1936. Compared to 1935 volume totals, this assumption indicates that 77 per cent more women will be interested in buying in 1936 than were sold last year The question is whether the industry will reshape its distributive methods, renew its emphasis on outside selling and adopt the aggressive promotion required to reach more people and persuade them more forcefully of the advantages of owning latest model washers. This is the estimate of potential interest and it remains to be seen how much of it will be capitalized.

#### 1936 a Good Year

It is indicated that dealers be lieve 1936 will be an unusually good year, for, when asked to declare their opinion as to the 1936 outlook compared with 1935, 82.1 per cent reported that it would be good, 16.7 per cent fair, only 1.2 per cent poor. Another real sales increase in total unit volume and I believe, a proportionately larger increase in total retail dollar volume can be expected in 1936. Certainly, it is a good year to put on even more sales pressure than heretofore.

While electric washer volume gained 8.5 per cent in 1935, compared with the year before, volume in gas-driven washers increased 52.2 per cent, from 119.147 units in 1934 to 180.832 units in 1935. This reflects improved farm conditions. Of course. since the Supreme Court ruling declaring A.A.A. unconstitutional the effect of this upon farm conditions cannot be measured, but even though it should somewhat retard washer volume, it affects only 13.8 per cent of the total washer market and we should not neglect to place against that the encouraging factor of a remarkable increase in rural electrifica-

#### Farms Wired

At present, not less than 1,200, 000 American farms are either wired for electricity or can quickly secure such service by simply calling up the electric light company in the nearest town. This is quite an increase over the mere 177,000 that were electrified in 1923. With nationalization of living habits, occasioned by magazine advertising and the greater amount of time which everyone has had to study it during depression years, the housewife on the farm has become modern in her desires and appreciates most the improvement of her home life rather than dissipation of it in ostentatious fashion. Thus she wants a new electric refrigerator and radio which, in themselves. are stimulating a sweeping desire for rural electrification so that. owning a gas-motored washer. there is an increasing opportunity to replace it with an electric

It is interesting to know the factors which these 7392 women declared would most control their buying decision in 1936. They are:

Cleansing	15.5%
Durability	
Convenience	11.3%
Speed	11.6%
Easy on clothes	9.9%
Use saving	9.0%
Reputation of maker.	7.0%
Safety features	6.3%
Price	4.0%
Dealer reputation	3.8%
All other reasons	7.2%

It's the Improved Stillson by Ridge Tool Co. and no workman ever felt like chucking it flying out the window. **Wood Handles** 6" to 14'

**Steel Handles** 

6" to 48"

THE husky jaws of this Improved Stillson take hold of a pipe and "stay with it." There is no slipping or skidding to make a guy bark his knuckles against a bench or a brick wall. There is no old-fashioned flat spring on it to snap at just the wrong moment and puncture a hand.

This new Stillson, Improved by Ridge, has music wire, cone coil, safety springs sheltered away inside the rugged housing. As a result the handle, having no pin hole to hold the spring, is extra strong. It is of heat-treated tool steel and so are the jaws. The frame is of heat-treated alloy and the adjusting nut is also heat-treated.

There is a useful, accurate pipe scale on the hook jaw. The wrench over all has swell balance and it's practically unbreakable.

All parts of this new Improved Stillson are interchangeable with any other Stillson.

A Stillson wrench is a steady sales item. The improvements of this new Improved Stillson give it new salability. If your jobber by any chance can't supply you, write us direct.



THE RIDGE TOOL COMPANY, Elyria, Ohio, U.S.A. Manufacturers of RIDGID Pipe Tools

- MARGIN
- BEST QUALITY
- A SIZE FOR **EVERY SHOE**

Don't pass up the money making opportunities Blue Ribbon Soles offer. Here is a fast moving item that pays a large profit.

Blue Ribbon Rubber Soles are easily attached by the customer. Simply spread on the Blue Ribbon Rubber Cement that comes with each pair of soles, then stick on the soles. The Rubber Cement holds the sole securely to the shoe. Blue Ribbon Soles stay on for many months and outwear any other sole.

There are six sizes—3 for men, 3 for women and children. These six sizes fit every size shoe. Get our attractive prices on Blue Ribbon Soles at once.

DAIS

RUBBER



No. 225

### The "DAISY" Line OFFERS NEW PROFIT OPPORTUNITIES

Besides stick-on Rubber Soles, the big Daisy line of Household Rubber Goods consists of rubber heels, bath plugs, sink stoppers, faucet washers, rubber tubing, bath sprays, furniture casters of all kinds and a hundred other money making items sold in Hardware Stores.

Write at once for our beautiful new Catalog No. 100. It brings, in natural colors, pictures and listings of the best sellers. Every Hardware Store owner will find in it many long-profit, quick selling items that should be in stock at all times.

Simply fill out the coupon below or mail us a postcard or letter for a Free Copy of Daisy Catalog No. 100.

#### SCHACHT RUBBER MFG. CO. HUNTINGTON INDIANA

and Noblesville, Ind. **Factories at Huntington** 

----Schacht Rubber Mfg. Co., CATALOG Huntington, Ind. Send us your new Daisy Catalog No. 100, No.100

free and postpaid.

Name of store..... Name of buyer.....

City ..... State.....

### Indiana Convention Report

(Continued from page 92)

insurance acts now are National law no attempt will be made to commit this association either in favor of or in opposition to them. However, since by reason of the permanent nature of the employment of hardware salesmen and the comparative high wages paid them, less need exists for such benefits, we urge on our State law makers the wisdom of abiding by the provisions in the National enactment exempting employers of eight or fewer persons from the provisions of the law in any contemplated legislation."

The association also adopted a resolution as standing firmly against the passage of bills bringing into effect a thirty-hour work week. The resolution mentioned specifically the Walsh government control bill, the O'Mahoney licensing bill and the Black bill.

After the reports of the various committees were presented, the following officers were elected: Frank P. Duncan, Gosport, president, and Karl L. Fenger, New Albany, vice president. Members of the Executive Board: Robert Kelley. Wina-

mac; Carl A. Miller, Kendalville, and Paul Ulrich, Indianapolis. Members of the Advisory Board: Ralph O. David, Logansport, and A. S. Gronemeier, Mt. Vernon, both of the latter being past presidents. G. F. Sheely was reappointed managing director.

# Mountain States Convention

(Continued from page 94)

time that notes should come due is wrong.

The proper handling of a specialty sale, said Mr. Nicholls, whether of a hardware or strictly farm machinery item, began by going over with the farmer all his different sources of probable income, they allowed for other expenditures, and finally arrived at a program of payments based not on time of year, but on ability to pay. Such a plan would improve collections, free cash for other use, and actually improve sales.

S. I. Fredregill, Sterling, Colo., handled an interesting "Question Box" period. Novelty entertainment numbers, arranged by former president Otto L. Schumann, Denver, enlivened the sessions. The annual H. I. P. Club banquet and entertainment was attended by over 600, the largest attendance in many years. The Hardware and Implement Quartet, composed of Messrs. Hill, Ferguson and the Turner brothers, sang at sessions.

A popular convention feature was the inauguration of the Mountain States 25-year club. John W. Valentine, Boulder, Colo., twice a president and one of the association veterans, presented certificates, while blue ribbons were pinned to lapels. Twenty-six members were announced, and more than half of these were present.

James E. Ward, Monte Vista, introduced new members to the convention. President E. J. Sinn, Sheridan, Wyo., conducted the program with dispatch, and there was zest to every feature.

The auditing committee, made up of D. S. Nevius, Lamar, George Allen, Steamboat Springs, and Clarence R. Clark, Denver, reported a financial gain for the year. Dean R. Kendall, La Junta, was chairman; Alva Glassburn, Craig, and J. R. Lowell, Colorado Springs, other members of the hardware



THE WORLD'S LARGEST-SELLING INSECTICIDES

# ANIAMICA CALLE ACCIONNOCH

### THE CHENEY NAILER

THE HAMMER THAT HOLDS THE NAIL

Thas every feature of all other hammers and in addition something no other hammer has, regardless of price—the nail holding device, which strongly appeals to every professional and amateur mechanic. Selling at the same price as other good hammers, the Cheney Nailer will quickly lead the way to increased hammer sales in your store. Send your order for a carton of Cheney Nailers today and also order the Cheney Nailer Sales Maker, the most active sales-demonstrator you ever had in your store. It turns tryers into buyers.

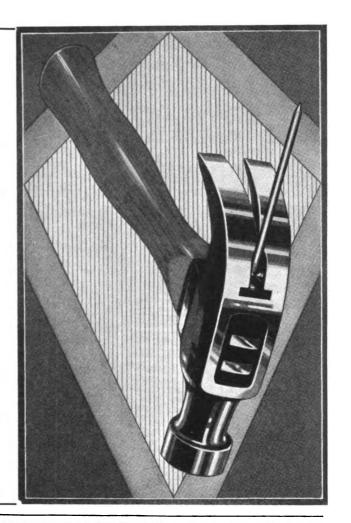
A FULL LINE OF HAMMERS

HENRY CHENEY HAMMER CORP.

FACTORY LITTLE FALLS, N. Y.

SALES OFFICE

302 BROADWAY - NEW YORK, N. Y.



### LE PAGE'S WINNER OFFER

Real Casein
No Heating
Great Strength
MoistureResisting



### POPULAR SALES PRODUCER

For Wood-jointing Veneering and Manual Training

### Le Page's Winner Offer

12 only 11/2 oz. 10c size
6 only 4 oz. 25c size
3 only 8 oz. 40c size
1 only 16 oz. 65c size
FREE
2 only 4 oz. 25c size
FOR

\$5.45

### 80% Profit on Cost

You get a real selling aid with this offer—an "eyeteasing" display in striking colors and design, that acts as a quiet sales producer. The hardware trade is cashing in on the trend for casein glue. That's why LePage's makes this inviting offer on Winners. Your jobber will supply you—ask him today!

# RUSSIA CEMENT CO. GLOUCESTER, MASS.

Digitized by Google

8 oz. 40c size

25 Folders—I Display Card

# 3-IN-ONE

# has "CHECKS" appeal!



- DOES NOT COLLECT
- RESISTANCE—PROVIDES

  LONG-LASTING LUBRICATION
- EEPS WORKING PARTS
  CLEAN AND BRIGHT

3-in-One Oil appeals instantly to all customers. It has something—special blending from three oils to assure triple protection. This famous oil checks wear, minimizes friction, stops rust. And when you check your cash slips, you'll find 3-in-One sending sales up! One and 3-oz. spout cans; 1, 3 and 8-oz. bottles. Displays sent free.

ORDER FROM YOUR WHOLESALER
For free displays, write

THE A. S. BOYLE CO. (INC.)
Cincinnati, Ohio

resolutions committee. Karl W. Farr, Greeley, Charles Montandon, Brighton, and J. F. Gordon, Colorado Springs, comprised the implement resolutions committee. R. L. Patterson, Fort Morgan, Colo., headed the nominating committee, other members of which were J. L. Tagert, Meeker, and B. F. Early, Laramie.

Officers elected were William S. Hill, Standard Mercantile Co., Fort Collins, Colo., president; John B. Valentine, Boulder, Colo., first vicepresident; Mark R. Schmidt, Grand Junction, Colo., second vice-president; Alva Glassburn, Craig, director for one year; Clarence R. Clark, Denver, Colo., and Ed Romine, Schulte Hardware Co., Casper, Wyo., directors for three years. The board of directors reappointed John T. Bartlett, Boulder, Colo., secretary-treaturer.

Entertainment features of the convention were in the hands of the H. I. P. Club, of which Win Sale, Mountain States representative of the National Lead Co., was president.

### Danger of Direct Buying

(Continued from page 67)

They will set up their clerk-manager as an independent retailer and add the 10 per cent or more, to the delivered cost of their goods.

Many of the other store managers, not being in a position to acquire a store of their own, may still follow their "direct buying" training and habits, even if they must eventually organize cooperative groups among the consumers, and therein lies a new danger signal.

Even now, over one billion dollars worth of merchandise is distributed annually through cooperative consumer groups. The largest number of these groups is, of course, among the rural farm trade on heavy merchandise.

On December 11, 1935, I received a letter from the president of the Elkhart Business College, expressing concern about the many economic changes in the minds of young people, and says in part, "I wonder what would happen to our economic structure if the public would go direct to the producer for supplies and eliminate the retailer, as some retailers have recently eliminated wholesalers?"

Obviously, should this cooperative movement spread to 50 per cent of all commodities produced in America, it would become a "one time prime cost" distributing system, resulting in a commercial catastrophe of greater widespread unemployment and cause the vacating of thousands of retail store buildings, which

could no longer remain as taxpaying property.

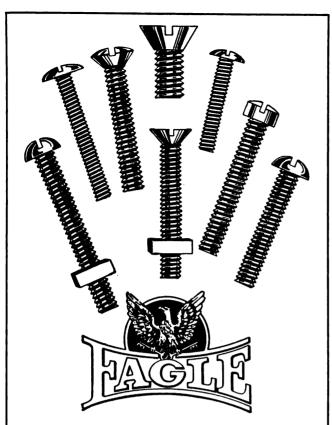
Yet, with a further curtailment of direct buying, as was reflected by the improvement in general business conditions during 1935, and by a determined effort to support the wholesale "three times prime cost" distributing system, which faithfully served this nation for 100 years before 1920, America should come out of this depression and into a new period of prosperity by the autumn of 1938, or two years after the approaching presidential election.

I know of one sound method to prevent further elimination of our population, and likewise bring national income back to normal. Here it is.

Every sales representative entering your store to sell you a bill of goods "direct" from the factory or producer under the theory... remember I said under the theory, that you can "buy that way for less," and thereby "sell for less," give him your order if you need the goods, and then write on that order, "This merchandise to be delivered or billed at net prices quoted, through our favorite wholesaler."

If you fail to do that, then who shall we blame for prolonging the depression, and how will you eliminate the danger of direct buying?

Note: Figures used in this article are given in "round" numbers instead of actual dollars and cents to simplify the information.



# STOVE BOLTS AND MACHINE SCREWS

OU can be sure your customer will be pleased when you supply him with Eagle Stove Bolts or Machine Screws.

Reasons are four—and more, but the four are these:

- 1. Carefully selected material.
- 2. Accurate Workmanship.
- 3. Especially Clean Threads and Slots.
- 4. Excellent Packing.

Stock these superior Eagle products for profit and satisfaction.

### The Eagle Quality Line

Night Latches
Trunk Locks
Front Door Sets
Cabinet Locks
Wood Screws
Stove Bolts
Machine Screws



Branch Offices:

521 Commerce St. 179 N. Franklin St. 114 Bedford St. Philadelphia, Pa. Chicago, III. Boston, Mass.

Works at Terryville, Conn.

# FULL PROFIT Every Month in the Year

### Nourish Your Business

### "Bread & Butter" Items Peerless Folding Furniture

Here's a line for Hardware dealers that recognizes all seasons. Highly profitable specialties as well as staple items which keep sales humming. Peerless Folding Furniture includes not only camp and other outing furniture, but the colorful chairs of different types for lawn, porch, veranda, studio, beach and boat, and also our all-wood folding chair for assemblies, Juvenile Furniture, etc. Here are just a few of the varieties! Get our catalog to learn our complete line!

# Sell'

### **Sell This Low Priced Item**

Here's a unique number—our No. 90 Chair, light yet strong, with durable reinforced seat. For added comfort, front is 16 in. high while back is 13 in. Chair, 24 in. wide over all, 30 in. bigh, seat 16x16 in. This chair folds to 32x5x24 in. See page 13 of our catalog, or let us send samples.

No. 95 Chair is the same as No. 90 except a rocker chair. Folds to 35x7x 241/4 in.



### **Push Camp Furniture**

Take advantage of the big touring, camping and outdoor season just ahead. The Peerless Folding Furniture is made with convenience, hard usage and strength in mind. Get a line on our cots and pads, stools, chairs, tables, beach backs, covers, paulins, etc.

And consider our No. 35 Chair that folds two ways and weights only fifteen pounds Varnished wood; double filled duck cover.

### Something New for Fishing!



Sell this unusual device to fishermen. Then they can wade in deepest water and catch big fellows lurking in otherwise inaccessible places. The FISH-N-FLOAT holds regular 6.00x16 inner tube. Comes with tube permanently installed or with zipper on cover for easy removal. One may furnish his own tube. Weighs only 4 pounds complete. Straps attached for carrying on shoulders when out of use. Free folders for distribution. Write or wire for complete details.

IF your interest is IN TENTS, write for Tent Literature Send for our 1936 catalog!

Samples of above products sent responsible firms
—to be returned or kept as part of order.





### Yours For the Asking

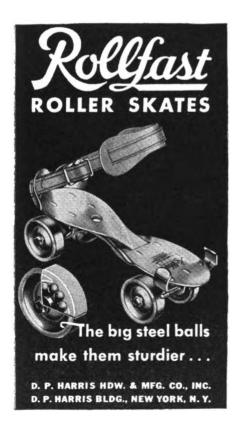
We'll gladly send SAMPLES OF POLLYWADS Polishing Papers to prove how downright good they are. They quickly put a beautiful polish on Silver, Brass, Chromium, Aluminum, Copper, Nickel, Pewter, etc.—They thoroughly polish—not partly—in fact

### Clean and Polish ALL Metals

like new. Wonderful for Glass. Chemically treated. Contain no harmful ingredients. Will not scratch delicate plating. Put up ten convenient size papers in attention compelling cellophane wrapped Red and Blue package to retail like "sixty" at ten cents and net you a "sweet" profit. Packed 24 packages in Display Carton.

Write for FREE Samples and our Sales Promotional Plan No. 1 Using DEMONSTRATIONS.

PADCO, INC., 342 MADISON AVE., N.Y.



### CONVENTION CALENDAR

Connecticut Hardware Association Annual Convention, Hotel Bond, Hartford, Conn., March 4 and 5, 1936. Charles F. Freeman, secretary, Branford, Conn.

Hall Hardware Company's Thirtythird Annual Stockholders' Meeting, Convention, and Exhibit, Minneapolis. Minn., Feb. 18 to 20 inclusive, 1936. Business sessions and exhibition: The company's building, 6th to 7th Ave. No. on Third St. G. E. Hall, president and manager.

Missouri Retail Hardware Association 38th Annual Convention and Exhibition, St. Louis, Mo., Feb. 18 to 20 inclusive, 1936. Headquarters, exhibition, and sessions, New Jefferson Hotel. F. X. Becherer, secretary, 2861 Gravois Ave., St. Louis.

Montana Implement and Hardware Association Annual Convention, Butte, Mont., Feb. 13 to 15 inclusive, 1936. Headquarters and sessions: Finlan Hotel. R. M. O'Hearn, secretary, Bozeman, Mont.

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

Ohio Hardware Association 44th Annual Convention and Exhibition, Cincinnati, Ohio, Feb. 18 to 21 inclusive, 1936. Business sessions, headquarters, and exhibition: Netherland Plaza Hotel. John B. Conklin, secretary, 175 S. High St., Columbus, Ohio.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, 1936. Sessions and exhibition: 5th Regiment Armory. Hotel Headquarters and Entertainment: Lord Baltimore Hotel. W. Glenn Pearce, managing director, 400 N. Broad St., Philadelphia, Pa.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. May 11 to 13, inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

Virginia Retail Hardware Association Annual Convention, Richmond, Va., Feb. 25 and 26, 1936. Headquarters and sessions: John Marshall Hotel. Thomas B. Howell, secretary, 602 E. Broad St., Richmond, Va.

### IMPORTANT PRICE REDUCTION ON MICKLIN CORNERS

Micklin Corners prices have been reduced from 20 to 33 1/3 per cent! Because of their superior design and high quality, Micklin Corners have always sold at a premium of 5¢ per set . . . the retail price of Dual Corners being 25¢ and Single Corners 15¢ per set.

Now, due to increased distribution, we have reduced the retail price of Dual Corners to 20¢ per set and Single Corners to 10¢ per set.

Take advantage of these new low prices and use Micklin Corners as a leader for your spring screen trade. Place your order with your jobber today. If he cannot supply you, write us for prices, sales helps, and advertising.

### MICKLIN MFG. CO.

19th and Nicholas Sts. OMAHA. NEBR.

# DREADNAUGHT SANDER STANDS ALONE 3600 dealers say the DREADNAUGHT can't be beat for sander rental service. No sander of other make anywhere near its weight, size or cost, begins to approach DREADNAUGHT for efficiency or dependability. This is not a mere claim— 1T IS A FACT—backed by the experience of 3600 dealers who KNOW WHAT THEY ARE TALKING ABOUT. Dreadnaught Leads on

• IN LOOKS just compare the DREAD-NAUGHT for looks. It's as trim and graceful as a modern vacuum cleaner. Its appearance invites even the most inexperienced to use it. And thousands have done so, with outstand-

### \* IN PERFORMANCE

The PERFORMACE

The DREADNAUGHT leads them all. 400 to
1500 sq. ft. of old varnished floor, or from
1100 to 2500 sq. ft. of new flooring can be
anded perfectly in 8 hours. And it's so easy
to use. Paper can be changed in a jiffy.
Brushes are instantly accessible without disassembly. Pistol grip with trigger switch and
universal position handle give instant, positive,
convenient control at all times.

#### IN DEPENDABILITY

from all practical considerations DREAD-NAUGHT is TROUBLE-PROOF. It can take terrific abuse and come up smiling. 20 years of specialization in portable sander manufac-ture have gone into developing DREAD-NAUGHT. It's unquestionably the most DEPENDABLE Sander on the market, bar

### • IN PROFITABLE

RENTABILITY your customers prefer DREADNAUGHT because they can see at a glance it is easy to operate. The carefully developed DREADNAUGHT RENTAL PLAN is complete in every detail. Does 90% of the selling for you. Makes your paint department 100% complete and profitable. Increases finishing material sales many times over. WRITE FOR COMPLETE INFORMATION.

DREADNAUGHT SANDERS Clarke Sanding Machine Co., Dept. HA-236, Muskegon, Mich. Counts! Easily Portable Weighs Only 46 lbs.

DREADNA ENDORSE MOST PRACTICAL AND DEPENDABLE OF ALL RENTAL SANDERS



### Better Ad Layouts

(Continued from page 65)

tisement is attractive and appealing to the eye, an underlying geometrical design is evident.

While there are a large number of such designs, ranging from simple squares to polyhedrons, the more complicated figures may well be eliminated and our system of layout design held to the simplicity which marks it throughout. We shall use but three figures: the triangle, the rectangle, and the circle—and combinations of these.

In preparing his advertisements, the reader is asked to put aside temporarily the difficulties of balance, unity, emphasis, psychology, atmosphere, and the other elements of effective display, and to concentrate his attention and ingenuity in the construction of interesting and attractive geometrical patterns within his advertising space. Many a design unconsciously sketched upon a pad by the business man absorbed in a telephone conversation could be built into a highly successful advertisement.

The reader should simply (Rule 1) sketch with a pencil a basic design that of itself is attractive, whether the design take the form of one of the three figures previously mentioned, or combinations of them. As to what constitutes attractiveness, little need be said. The eye will instinctively discard some patterns as unpleasing, and just as instinctively accept others. Advertising knowledge is not required, an understanding of the laws of composition is of little importance: the eye may be relied upon to judge the attractiveness of the design so long as it is not distracted by type, illustrations, and so on, but confines itself solely to geometrical pattern.

When an attractive design has been secured, the construction of the advertisement itself will follow as a matter of course. Balance, unity, and other display elements will automatically take care of themselves, and the advertiser may build with the assurance that his completed advertisement will lack none of the necessary display features, that it will achieve the purpose for which it is intended.

### The Triangle

Assuming that the reader elects to use the triangle, it will at once be seen that there are hundreds of combinations of this single geometrical form which may be placed within the advertising space. Long, slender triangles; fat, chunky triangles; large ones; small onesthe variety is limitless. The shape of the triangle used, or the degree of acuteness or obtuseness of the angles formed by the junction of the lines which make the sides of the triangles, have little to do with the matter—the question involved is solely that of using the figures to fill the advertisement space with an attractive design, just as a child at kindergarten would do.

In the accompanying illustrations are shown three combinations
of triangles which demonstrate the
use of the geometrical method of
layout design. In Fig. 1 we have
two triangles superimposed one
upon the other to form an elongated hexogram. The mythical Mr.
Harper who arranged this design
liked that particular geometrical
form and used it to fill the space of
the advertisement he was preparing, as suggested in Rule 1. Now
let us see how this skeleton is used
to build the completed advertisement.

First, it should be noted that, while the design is equidistant from the sides of this three column by 10 inches advertisement, it is not true with regard to the top and bottom. (Rule 2) In preparing the geometrical design it should invariably be placed above the middle of the advertisement—that is, closer to the top than to the bottom.

The reason for this is that the practice assists in obtaining an advertisement well balanced vertically. The theoretical center of balance should be slightly above the center of the advertisement, and while the upper part of the advertisement may often be accented by the use of larger type or illustrations, even when the design itself is too low, it is much better to place the design properly to begin with

# BILL AND SAM LEARN HOW TO GET VOLUME AND TURNOVER ON POLISH





I WANT ANOTHER BOTTLE OF O-CEDAR
FURNITURE POLISH - YOU KNOW WE'VE ALWAYS
USED O-CEDAR POLISH AND MOPS IN OUR
HOME. WE WOULDN'T THINK OF USING
ANY OTHER!





O-edar

POLISH, MOPS AND WAX

Household favorites for 28 years throughout the civilized world

# \*NEW \*



#### AROVE

Everhot Automatic Roaster-Complete with thermostat, signal light, thermometer, chromium heat reflector cover. Stain-proof body finish. Fully equipped with utensils.

#### RIGHT

Everhot Buffeteria—Chromium-plated deck equipped with two removable red lined vitreous enameled pots, each of 2 quarts capacity and each having c h r o m i u m plated covers.



# EVERHOT AUTOMATIC ROASTER • BAKER THE MORE USEFUL ROASTER

Sell the new Everhot Automatic Roaster and the Everhot Buffeteria.... The Buffeteria transforms the roaster into an attractive buffet server which keeps cooked food hot and tasty. This Everhot double use should double your roaster sales. And every Buffeteria sold with a roaster means extra profit.... The electric roaster is, itself, salable the year 'round—women use it winter and summer. Cooks complete meal—roast, potatoes, vegetables—in one operation; saves on food, effort, time and fuel.... Our imitation food display makes the Everhot easy to sell. Remember, every prospect for an oven roaster is also a prospect for the Everhot. And every prospect for a casserole is a prospect for both the roaster and the Buffeteria. Sell Everhot to increase your year-'round profits.

### ASK YOUR HARDWARE OR ELECTRICAL JOBBER

# CANNING HEADQUARTERS

The modernized Conservo Steam Canner is designed to increase efficiency in canning —reduces time, trouble and expense; works efficiently over any kind of stove. . . . Write now for information on our canning contest. This effective merchandising plan will enable you to bring an enormous volume of business on all canning equipment to your own store—an easy, practical way to reach a new peak in profits.



### THE SWARTZBAUGH MFG. CO.

TOLEDO, OHIO, U. S. A.



### RMSTRO

**Tools for Home Workshops** 



The ACE Set provides the proper tool for every metal-cutting lathe operation. Designed and manufactured by ARMSTRONG, makers of the lathe tools used in over 96% of the machine shops and industrial plants, ACE Tools far surpass in quality and finish those ordinarily sold for home workshops, still are priced to meet all competition.

Sold by hardware stores everywhere, individually or in the Lathe Set — ACE TOOLS can make you "Homecraft Headquarters" in your community. Display competition them prominently. Invite comparison. They will sell themselves and your store.

Write for Counter Circulars

Write for Counter Circulars
ARMSTRONG BROS, TOOL CO.
"The Tool Holder People"
814 N. Francisco Ava., CHICAGO, U.S.A.
New York Sales Office: 109 Lafayetts Street

and thus avoid artificial measures. A glance at the other advertisements illustrated will show that this rule is always followed: the completed geometrical design should have its vertical center slightly above the center of the copy space.

Second, it will be seen that the use of white space has been generous. Upon this same basic design, an advertisement could have been prepared using considerably more type matter and less white space. But the advertiser's purpose should never be simply to fill space, but to fill it effectively—that is, with a message which will result in sales. The mere fact that all of the space must be paid for is not a good reason for jamming it full of copy, particularly so since the use of white space is often much more effective as a display element than type itself.

### Placing the Headings

In our mythical Harper & Company's first advertisement, Fig. 1, it will be seen that Mr. Harper has placed headings at three different parts of the geometrical designat the points, along the horizontal lines, and at the crossing points of the lines in the design. In using triangles as the basic foundation of a layout (Rule 3) Main headings should always be placed as indicated by the points, the cross lines, and the base of an inverted triangle. The base of a non-inverted

triangle may be used or ignored at the option of the advertiser. The only exception to this rule is when the point of an inverted triangle happens to be at the very bottom of the copy space, in which event it may either be used or ignored.

In Fig. 2 appear what may seem to be additional exceptions. The fourth series of headings are placed where there is neither a point, a base, nor a crossing, and the same thing is true of the small heading in the lower left hand corner of the advertisement. These, however, are not exceptions to the rule, but rather a demonstration of the flexibility of the geometrical method of layout design. Inasmuch as this particular use of headings finds greater application when used with rectangles as the basic design, a discussion of it will be reserved for the following article.

In the meantime, the advertiser now has at hand a method of laying out advertisements that will always produce attractive results, advertisements that will be perfectly balanced, that will catch the reader's eye, that will do their full share of the job of selling. The three illustrations are but examples of the hundreds of different designs which may be made by anyone, advertising expert or layman, each of which will form perfectly balanced advertisements if the display rule-points, bases, and cross lines—be followed.

(All rights reserved)

### Who Is Going to Pay the Bills?

(Continued from page 88)

to a western fort near a large city. Life in the fort becoming somewhat monotonous, without the consent of his superior officer he wandered to the city and succumbed to his former bad habit. A guard was sent after him. He was brought back to the fort, and for taking French leave, he was put in a work gang. He was digging in a ditch when it caved in and the poor fellow was killed. Now, of course, all of this is very sad, but we are writing from the standpoint of a square deal to the fellow who pays taxes. The widow of this soldier who never smelled gunpowder, and who as a matter

of fact was only in the army a few months, put in her claim, and \* for the past 25 years she has regularly drawn \$30.00 a month, \$360.00 a year, or a total of \$9,000.00. What for? This is just one case. Just think of how many thousands of others there

Once I knew a conductor on one of the railroads in the West who was just as honest as a mancould be dealing with his friends. However, he regularly "knocked down" on the railroad. When we discussed the subject, he remarked that he would consider it entirely beneath him to take advantage of



The Popular Bell Family

Never was a percolator more popular than any one in the Bell Family. In it there is a size for every household need.

WEST BEND "Bell" percolators (in a brand new design) fill the public demand for modern design and efficiency. Entirely new, they have a small glass top (one size for all), a new graceful handle, and tall straight lines. Their beauty and style make them suitable for use on the dining room table and for afternoon coffee service.

Each size is equipped with a Thermoplax non-burn handle, welded spout, and flat base for economical heating. The deep flange on the cover prevents boiling over. There are no hinges or rivets on the cover to break or come loose.

A display of the Bell Family in your store will result in the sale of all sizes at a good margin of profit.



The complete WEST BEND line offers a wide price range . . . . and a profit on every item. The 25th Anniversary catalog includes all of the creations by WEST BEND. If you have not received your copy, write for it.

WEST BEND ALUMINUM CO.
Dept. 302 West Bend, Wis.





### Some Real Sellers NOW IN SEASON



This new Easel Display puts Red Devil Glass Cutters right out in the open where they can be seen — and sold quickly. Wheels are sealed in oil by transparent, air-tight caps which cover cutter heads—evidence to customers that each cutter is in original factory tested, perfect condition.



Triangle Glaziers Points in handy 5c. packages. Displayed for quick sale on the counter. Each package contains a Point Driver.



For Axes Hatchets Hammers etc., etc.

GENUINE GRADY WEDGES
"They Hold Like a Fish Hook"
(ALL SIZES)

LANDON P. SMITH, Inc. IRVINGTON, N. J., U. S. A.



any friend or any individual, but he didn't think there was anything wrong in "holding out" on a large railroad corporation. You see the same idea with juries. I was on a jury once where a woman sued a street car line because she had jumped off the car and seriously hurt herself. The conductor of the car did all he could to stop her from jumping, and the case was absolutely clear that the fault was all hers. However, when the jury got together and the matter was discussed informally before taking a vote, one of the jurymen suggested that as she was a poor woman and had been to a lot of expense coming to town to try the case, while we knew it was her fault, as the street car line was a rich corporation wouldn't it be a good idea for us just to vote her \$500.00. I strenuously objected, and after several hours of argument the woman was turned down. Now, of course, this was a shame. I was a hardhearted person. But as a matter of fact, if we will admit it, isn't there exactly the same sort of feeling when we deal with the United States government. If anybody in any way, regardless of fairness and justice can put it over the government, he actually pats himself on the back and considers himself a very bright, smart man, and if the story should happen to be told to his neighbors they would all agree that Bill was smart when he put a swift one over on Uncle Sam.

### **Amos Pinchot**

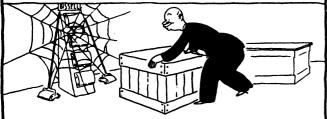
At the dinner of our opinion club, Amos Pinchot, who is a very humorous speaker, had a lot of fun with the administration. He had everybody laughing goodnaturedly with him at ex-Governor Sweet. But ex-Governor Sweet, who did not indulge in side issues, but who made a straight from the shoulder administration speech said some very interesting things. For instance, in discussing "regimentation," he referred to England and made the statement that here in the United States we do not know what regimentation means, but if wish to find out we can go to England and we will find that almost everything there is regimentated by the government, from the time one gets up in the morning until the time one goes to bed at night. He described how the law of supply and demand is handled in England. He referred to the diamond mines and the selling of diamonds. When there is a good demand for diamonds, the diamonds come out of the mine and are sold to the public. When the demand falls off, the output of the mines is reduced. He referred to copper, and how the copper market has been regulated in cooperation between the English government and English copper merchants. He gave us a very interesting account of the sugar situation, of how sugar has been regulated so the output of Cuba, Louisiana and the beet sugar growers of the West would not destroy each other. Then he made a very striking illustration in discussing the necessity for constitutional amendments to provide for today's conditions. He reminded his audience of when Christ and his disciples entered a corn field on a Sabbath Day and picked and ate the corn. He said we would remember that it was against Hebrew law for corn to be picked on the Sabbath Day. When Christ was criticized for allowing his disciples to pick and eat the corn on the Sabbath, his answer was: "God created the Sabbath for man. He did not create man for the Sabbath."

He referred to life insurance companies, of their many years of success, of the billions they had paid out, of the general confidence in them on the part of the people in the country today. But, added the governor, no other business in the United States is so regimented, in other words, regulated by law, as the insurance companies. You can take out a policy in any of the great American companies in China, in Africa, in Europe, and the rate is exactly the same as in New York.

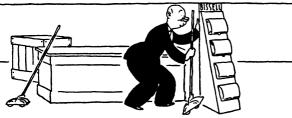
Years ago when laws were passed governing the national banks of the country, there was a great hue and cry. It was government regulation, government regimentation. But no one will deny

HARDWARE AGE

### Money-making Discovery No. 1



1. WHILE REARRANGING MERCHANDISE, FINDS BISSELLS TUCKED IN OUT-OF-THE-WAY CORNER.



2. DECIDES HE'LL HAVE TO STAND BISSELLS IN AISLE UNTIL HE GETS THINGS SORTED OUT.



3. DISCOVERS CUSTOMERS HAVE SEIZED BISSELLS AND ARE DEMONSTRATING THEM ALL OVER THE PLACE!



4. IS NEARLY MOBBED BY WOMEN WHO CROWD AROUND WITH CRIES OF "I'LL TAKE THIS ONE! I WANT THIS ONE!"



- 5. RESOLVES HEREAFTER HE'LL DISPLAY BISSELLS WHERE WOMEN SEE AND TRY THEM AS SOON AS THEY COME IN!
- 6. Many dealers know the wisdom of displaying Bissells prominently. The only sweeper backed by consistent national advertising, the Bissell enjoys universal consumer acceptance. Turnover is high; good mark-up is assured... and there's no offsetting mark-down. A display of Bissells never fails to improve the operating statement of a houseware department. It will pay you, as it has others, to write for the complete Bissell story.

BISSELL CARPET SWEEPER CO. Grand Rapids, Mich.

New York Office and Export Dept., 46 W. Broadway, New York

# More Profit More Customers More Uses

WHEN YOU SELL THE GENUINE



### PLASTIC WOOD

Sell Genuine Plastic Wood—the 100% companion item with every item in your store—you can make extra big profits by mentioning it with every sale of drawer pulls, nails, screws, tools, fixtures, brushes, paints, bolts, hinges, glass, casters, locks, screen, guns, wire, fencing, etc.

The 1001 uses of Genuine Plastic Wood make every customer a prospect—mention it—resets loose drawer pulls, loose casters, loose handles, loose bathroom fixtures; replaces wood rot, fills old nail and screw holes, repairs leaky window frames; fills holes around pipes, wiring, damaged wood, baseboard cracks, shelving cracks, racks around bathtubs, broken toys, 1001 other uses.

### SO SIMPLE TO USE

Genuine Plastic Wood is real wood in putty form—when dry it can be sanded, sawed, planed, turned on lathe—will take nails and screws without splitting, cracking or crumbling—is water-proof—grease-proof—will adhere to any clean, dry surface—wood, metal, stone, glass or porcelain. There is only one "Plastic Wood"—be sure you sell the Genuine.

#### **BIGGER ADVERTISING SCHEDULE**

Nearly every home in your neighborhood—week after week, month after month, will receive Genuine Plastic Wood advertising through the pages of—Saturday Evening Post, Collier's, Liberty, American Magazine, American Weekly, Good Housekeeping, Capper's Farmer, Country Gentleman, Popular Science, Popular Mechanics, Better Homes & Gardens and numerous others. Dealers wishing to tie up with this big 1936 campaign can secure colorful displays and a Plastic Wood Demonstration Log absolutely FREE for the asking.

#### FREE ADVERTISING MATERIAL

Write The A. S. Boyle Co., Inc., 1934 Dana Ave., Cincinnati, Ohio; for Displays Demonstration Log.					
Name					



### For Those Who Want the BEST

The outstanding quality noxxle in the SHERMAN line. Highly polished bronze, machined and assembled with precision. Built to last. Wrapped individually in alternate colors of Black and White tissue. One dox. in attractive Gold Covered Display Box, trimmed with rich Black. 3/4" size.

Write for literature and samples
SOLD THROUGH JORRERS

H. B. SHERMAN MFG. CO.
Battle Creek Michigan



that this government control turned out to be of great benefit to the national banks and our banking troubles early in the depression, we must admit, were not caused by too much regimentation, but not enough regimenta-

The same thing is true of the stock market. In some quarters today there is a great hue and cry about the Securities and Exchange Commission in Washington, its rules and regulations, but anyone who knows anything about the great panic of 1929 and the following years of depression, knows that if these laws had been in effect at that time the panic and depression, if not averted entirely, would have been very much minimized.

Now in conclusion, as the political pot will start boiling soon, let me make a silly suggestion. If you are a "dyed-inthe-wool" Republican, I suggest that you attend Democratic meetings and listen to Democratic speeches. On the other hand, if you are a "dyed-in-the-wool" Democrat, I suggest you not only attend the Republican rallies and listen to their speeches, but read Republican papers. In other words, I suggest, and this is for the good of business, that as we approach the election, we cut out personalities and hysteria, listen to both sides of the question and go to the polls, not as hogtied ready-to-be-delivered party men, but as independent, free, Americans with minds of our own.

### Texas Convention

(Continued from page 96)

given over to "Merchandising Methods."

R. L. Scheef, a grocer of Houston, Texas, who is a member of the Red and White voluntary chain of independently owned grocery stores, discussed the operation and benefits of this method of handling competition in considerable detail. He said he was not afraid of any competition—he could handle it all.

Herman Taylor, Lufkin, who has just rearranged his store under the guidance of the association, explained the benefits that accrued from the rearrangement.

Paul Sherrod, Lubbock, a pastpresident of the association, discussed "Outside Selling," and related his experience in getting the best results.

H. M. Swain, executive vice-president, Irwin Auger Bit Co., Wilmington, Ohio, talked on "The Institute of Fair Competition"—its aim, object and the benefits to be derived by the trade through the activities of the institute.

The following association officers were then elected: Clyde Tomlinson, Hillsboro, president; M. S. Henry, Crowell, vice-president, and Dan Scoates was reappointed secretary. Directors chosen were: H. P. Horsley, Dallas; H. W. Jones, Garland; Eric Lundblad, Georgetown; A. P. Sharp, Troup; W. C. Timberlake, Texarkana; Herman Taylor, Lufkin; T. P. Tucker, Beeville; H. A. Tur-

ner, Madisonville, and Lee Watson. Brownwood.

Resolutions adopted reaffirmed the association's opinion that the consumer trade belongs to the retail dealer, in any case where the goods bought are not intended for resale; urged the State Legislature not to impose any new tax burdens; expressed opposition to a general sales tax or to a State income tax; requested members to investigate the economy of insuring through their own mutual company; solicited the continuation of efforts of jobbers and manufacturers in placing the retailer in position to meet existing competition; asked implement manufacturers to conform to their own definition of an "implement dealer," and protested the serving of outlets that do not qualify under that definition; urged manufacturers and distributors of binder twine to market that product through regular hardware and implement dealers, and expressed appreciation to E. B. Gallaher for providing the Clover Business Service to the membership.

More than a hundred women attended the convention. A special entertainment program was arranged for them, consisting of luncheons, style shows, etc. The main entertainment features of the convention consisted of a dance Tuesday night, and of a banquet, floor show and dance on Wednesday night.

HARDWARE AGE



# ● "The National Screen Company is right when they say 'Every slam is a boost'! The rough treatment which

say 'Every stam is a boost'! The rough treatment which screen doors and window screens undergo boosts my sales tremendously on National Screen Doors and Window Screens, because my customers appreciate the extra strength and superior workmanship in these handsome, sturdy articles." The weather does not warp them or cause them to sag.

You would think that such extra quality would make National Screen products more expensive—but no, sir! You should see the new 1936 National Screen Catalog and price list. Send for them today.

ASK YOUR JOBBER—Your jobber can tell you about the complete line of *National* Screen Doors, Window Screens and Ventilators. They are made in a wide variety of styles and at prices to please your customers and keep them pleased. He can give you quick deliveries.

# NATIONAL SCREEN CO., Suffolk, Va.



NATIONAL SCREEN CO.
SUFFOLK INCORPORATED VIRGINIA



INTRODUCING

BARNEY

THE BEAR



You have known the Bear and the Triangle as our Trade Mark for many years as it appears on every sheet and roll of our making. Now the Bear—given the name of Barney—steps out as an active member of our Sales and Service organization. Watch for him. He will bring you important messages.



r as ≤ Always

 Barney's picture on a sheet of Flint Paper or Emery Cloth is your assurance and your customer's guarantee of 100% satisfaction!

Return the coupon for FREE SAMPLE CHART

### BEHR-MANNING

(DIVISION OF NORTON COMPANY)
TROY, N. Y.

BEHR-MANNING . TROY, N. Y.

Please send FREE Sandpaper and Emery Cloth SAMPLE CHART.

Name \_\_\_

Street.

CHY....

HAb2136



### SILENT BLADE FANS

A smart - looking fan line not only appealing in design but more serviceable than ever + + + as free from noise as modern engineering can make fans + + + a greater volume of air farther—evenly, smoothly, quietly. Write now for Signal's new merchandising program.

lacked by the ignal reputaion that is mown far and vide.

SIGNAL ELECTRIC MFG. CO.

Menominee, Michigan
Offices in all principal cities



### Pacific Northwest Convention

(Continued from page 98)

it is believed that the farm income is going to be increased 10 per cent during 1936 and that prospects are good for the hardware and implement man. "The merchants of the Inland Empire were never in better shape than today," declared Mr. Lundale, "old debts are cleaned up better than ever before." In citing the value of government business, Mr. Lundale referred to the government reports and statistics which are used by chain store managers and others in seeking this business, and said that such reports are also available to the independent dealer.

Although last-minute circumstances deprived the convention of the Governor's address, C. C. Carter. N. R. H. A., the national president. Carthage, Mo., outlined association work and the trade problems from

a national aspect, and B. M. Hiatt, executive vice-president, Irwin Auger Bit Co., of Wilmington, Ohio. gave a stirring talk on fair trade practices and their violation, to conclude the business talks.

Other talks of an informative nature, but on subjects of other than trade character, concluded the afternoon session and were featured at the banquet that evening, at which jobbers and manufacturers were hosts.

Summing up, it seems that three points were brought out over and over again at the convention—that the clean, bright and modern store is getting the business; that FHA and major appliance business is of prime importance, and that 1936, even though an election year, has excellent prospects.

### Minnesota Convention

(Continued from page 100)

I present to you The American Institute of Fair Competition as my first answer to what can be done to stop preferential prices."

Managing Director C. J. Christopher made his report as treasurer and later talked on policies for hardware dealers. He said that dealer's competitive problems were rooted in three main causes, (1) disadvantage of price at which goods are owned by the wholesalerretailer system of distribution, (2) cost incurred in moving merchandise through the wholesaler-retailer channel from factory to consumer, (3) merchandising methods of syndicate competitors. He said the association cannot foist a boycott on manufacturers or wholesalers whose activities are not in the best interests of the independent retailer, but that through the association setup wholesalers' and manufacturers' policies and efforts in behalf of the dealer can be made known for the benefit of members.

The opening speaker Wednesday morning was Rivers Peterson, editor, Hardware Retailer, who compared costs per \$10,000 worth of sales between the wholesaler-retailer method of distribution with department store and chain distribution, showing the former group to a marked disadvantage. He stressed

the importance of considering operating costs when studying competition and the retail prices offered by department stores, etc. chains. From a chart used to illustrate his talk Mr. Peterson brought out figures which showed that hardware clerks were relatively better paid than were clerks in competitive types of retail organizations. He brought out the point that competing retailers hired and fired employees with the rise and fall of sales, contrasted with the usual practice of hardware dealers to retain employees on a yearly basis, in good times and bad, which he said contributed to the unequal cost of doing business. His figures also showed that hardware dealers pay higher salaries than do chain and department store competitors. which, he said, were a definite factor in distribution costs in the wholesaler-retailer methods of distribu-

Harry J. Speeter, president, Food Guild Stores, Inc., St. Paul, told of the independent grocers voluntary chain activities, which he said had put them into competitive position to fight the corporate chain set-ups. Having had hardware experience before entering the grocery field, his message was particularly well received. He stressed the need of

HARDWARE AGE

# STRIKE OUT FOR MORE BUSINESS NOW!

USE-

Lists That Bring Maximum Success To Your Direct Mail Sales Promotion Advertising And To The Personal Sales Contacts of Your Salesmen

### We can supply you with

the following lists:-

1333 Outstanding Major Hardware Retailers whose sales exceed \$50,000.00 Annually.

For \$15.00

11458 Major Hardware Retailers whose sales exceed \$30,000.00 Annually.

For \$6.00 per M.

6545 Hardware Retailers whose sales are \$20,000.00 to \$30,000.00 Annually.

For \$6.00 per M.

15772 Hardware Retailers whose sales are less than \$20,000.00 Annually.

For \$6.00 per M.

33775 Hardware Retailers (Complete List).

For \$4.50 per M.

1043 Department Stores handling Hardware and Housefurnishings. For \$6.00 per M.

ALL LISTS ARE COMPILED IN LOOSE LEAF LIST FORM. WHEN DESIRED ON 3"x5" CARDS THERE IS AN EXTRA CHARGE OF 60c PER M. FOR THE CARDS.

WE ALSO DO ADDRESSING AND MAILING OF CIRCULAR MATTER AT REASONABLE RATES.

Ask for Details

HARDWARE AGE
Direct Mail Addressing Dept.

239 West 39th Street, New York, N.Y.



GARDNER-DENVER Since 1859







FREE!
NEW 1936
CATALOG
Send for your copy
TODAY!





better display, better lights and better selling effort in hardware stores and told how grocers in the Twin Cities area had licked the chain store growth successfully by voluntary chain developments.

A surprise feature on the program was a talk by B. Christianson, now with Montgomery Ward & Co. in St. Paul, but for many years secretary and fieldman for the Wisconsin Retail Hardware Association. His message, based on the combination of his retail hardware and mail order chain store experiences, are published in full elsewhere in this issue.

Thursday morning Paul M. Mulliken, assistant to the president, Simmons Hardware Co., St. Louis, Mo., and formerly secretary of the Illinois Retail Hardware Association, talked on wholesaler-retailer tie-ups, showing that intelligent cooperation between wholesalers and retailers would help keep the hardware business competitive and in the distribution picture.

J. L. Tucker, Staples Hardware Co., Staples, Minn., told how his business experience for many years had been entirely outside the hardware business, but that with the help of the Minnesota Association he had been able to enter the retail hardware field with a modernized store, and said that he was certainly most happy to be so situated.

A. C. Raymer, Standard Hardware Co., Austin, Minn., told of his outside selling activities. His plan

is to have each available outside salesman handle one line so that some degree of specialized efficiency might be expected in each major line sold. He said this plan made specialists who could build up leads into sales, and that it was his plan to charge 50 per cent of trade-ins on major items to the salesman, and also that he charged the same percentage of repair costs to the salesman and that when second-hand appliances were sold the house and the salesman shared equally.

The windup of this session was handled by B. B. Turner, Globe-American Corp., Kokomo, Ind., who dramatized in a very effective manner a comparative selling campaign on selling stoves. He tore down a mail order stove and a quality stove. showing how the former was something less than its advertised claims might suggest. He weighed parts of the mail order stove and parts of a quality stove and left no doubts about the comparative values of the two types.

Friday morning, G. W. Sulley, National Cash Register Co., Dayton, Ohio, talked on employee training and on the importance of having a well-regulated and controlled retail store. Following his talk the committees on resolutions, legislation, grievances and nominations reported. The gist of their suggestions are given elsewhere in this story of the convention. Officers were elected and installed and the convention adjourned.

### Kentucky Convention

(Continued from page 102)

make every effort to take a broad view of their businesses and to make their community a better place in which to live and make a living.

B. M. Hiatt, vice-president Irwin Auger Bit Co., Wilmington, Ohio, was the next speaker. He presented the manufacturers' view of price discrimination against independent retail hardware dealers. He explained that there are two ways of figuring manufacturing costs, and quoted the testimony of Gen. R. E. Wood, president of Sears-Roebuck & Co., to prove that a factory owned and operated by Gen. Wood's company added 20 per cent to the goods sold through independent merchants and only 8 per cent to the goods sold through chains. Mr. Hiatt then directed attention to the special discounts and allowances being granted to some of the national corporate chains, and said that it

had been the experience of his company that chain volume does not make a substantial economy in figuring manufacturing cost. The affiliation between chains and manufacturers who control several factory brands that are being sold to independent dealers was next emphasized, and the advertising allowances and rebates given by such manufacturers to one of the national grocery chains were cited as examples. A point was made of the fact "that chains apparently find the purchases which independent retailers make from large manufacturers a valuable back-log to absorb extra overhead." The third point stressed by Mr. Hiatt was that such price discrimination contaminates the entire price structure, with secret discounts becoming preludes to misrepresentation. Concluding his address, Mr. Hiatt outlined the ac-

### EGG BEATER DEAL

### That BEATS Everything!

### INTRODUCING THE EDLUND

No. 5 Egg Beater



The Edlund No. 5 is the last word in egg beater ingenuity. "It's the top" and runs like a top, with greater speed and ease to the operator. Rugged construction and center drive action eliminate "wobbling" and vibration. Women like its smart modern design. This eye value makes it a quick seller. HERE IT IS



Order a 2 Dozen assortment of our Egg Beaters from your JOBBER—at regular discount.

#### YOU RECEIVE FREE

A striking, practical counter demonstrator that invites attention, permits test and promotes rapid sales.

#### IN ADDITION YOU RECEIVE

Three (3) FREE beaters for your display. These free samples have a retail value of \$1.50.

ALL THIS FOR AN ORDER OF ONLY \$6.67 SEND FOR YOURS NOW

\$1.50

IN FREE SAMPLES

Send the Coupon to your Jobber Coday!

COMPANY . EDLUND

MODERN KITCHEN TOOLS

VERMONT BURLINGTON

											•	-			-	-	-	-		-	-	-	-	-	
JOBBER'S																									
Please sen	d one	(1 IUI	RL	ECIN	0	1	BE	N	T	EF /T		D	E	A	L		ıd	lv	re	1	H	86	d	11	)
YOUR NA	ME																-								
<b>ADDRESS</b>																									
CITY																									





In addition to House Letter Boxes, Corbin manufactures a complete line of the following:

Padlocks, Cabinet Locks, Trunk, Suitcase Locks and Trimmings, Miscellaneous Hardware, Automobile Locks, Apartment House Letter Boxes, Keys and Key Blanks, Post Office Equipment.

CORBIN CABINET LOCK COMPANY The American Hardware Corporation Successor

NEW BRITAIN, CONN., U. S. A. NEW YORK CHICAGO PHILADELPHIA

### PEP UP SPRING PROFITS WITH THESE NEW NATIONALLY ADVERTISED PRUNERS

These three leaders in our complete pruner line will bring you big sales this spring. Is your stock complete? It will pay you to feature Seymour Smith Pruners—acknowledged by garden experts everywhere to be "best at any price."

### "SNAP-CUT" TREE & SHRUB PRUNER

A new, amazingly efficient pruner with the famous "Snap-Cut" construction. In 6-ft. and 4-ft. lengths, all steel operating parts mounted on aluminum shaft. Saves reaching or bending over. 6-ft. length, \$4.00; 4-ft. length, \$8.50 Retail.



#### CLIPPER PRUNER

#### "SNAP-CUT" PRUNER

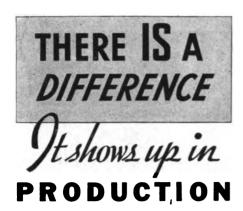
One quality, two sizes, with improved easy "one hand" catch. Patented blade and anyil construction cuts easier, quicker, cleaner. Rustproof chrome finish: strong, unbreakable patented construction. \$1.25 and \$1.75 Retail.



Seymour Smith Pruners are all beautifully packaged. Pruners furnished in colorful display cartons. Display cards, booklets, folders, etc., available. Nationally advertised in leading magazines.

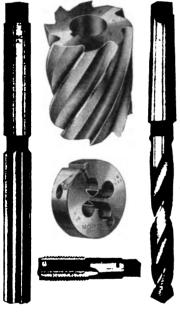
JOHN H. GRAHAM & CO. 118 Chambers Street New York City

SEYMOUR SMITH & SON, INC. OAKVILLE CONNECTICUT



• Cutting efficiency plays a large part in small tool satisfaction. The high cutting speed possible with Morse Tools is one of the reasons why tool users everywhere say, "There is a difference!"

Toolmaking experience, carefully controlled hardening, accuracy in grinding, each helps to assure this difference. It is the reason why Morse Tools are so satisfactory to use and to sell. Is your stock complete?



### THE MORSE LINE

Includes

High Speed and Carbon

Drills Reamers Catters

Chucks
Counterbores
Mandrels
Taper Plus

Taps and Dies Screw Plates Arbors

Sockets Sleeves

MORSE

TWIST DRILL & MACHINE CO. NEW BEDFORD, MASS., U. S. A.

NEW YORK STORE:

CHICAGO STORE: 570 WEST

130 LAFAYETTE ST.

570 WEST RANDOLPH ST. tivities of the American Institute of Fair Competition, whose plan of operation has been described in detail in several past issues of HARDWARE ACE, and said that "—no manufacturer can expect to remain in business who does not sell his products to all types of outlets on an equal basis."

As the final speaker at the first session, Paul M. Mulliken, former secretary Illinois Retail Hardware Assn., and now assistant to the president, Simmons Hardware Co.. wholesale, St. Louis, had "Jobber-Dealer Cooperation" as his subject. He deplored the non-cooperation between wholesalers and retailers, and said that both must recognize changing conditions. In meeting chain store competition, he said that many dealers pinned their hopes on legislation or a change in public sentiment, but he advised against such anticipation and declared that "we must learn whether we can improve on our methods of doing business or not." In emphasis, he quoted this proverb: "Wise men are they who profit by the wisdom of others and take example from them." Mr. Mulliken then referred to the voluntary independent dealer plans which have proven so successful in the grocery and drug fields, and advocated the adoption of similar plans by hardware dealers. He said, however, that the voluntary chains in the grocery and drug trades have found it impossible to circumvent the functions of the wholesaler, whose services have been found essential to the success of any plan of this type. Mr. Mulliken stated that C. C. Carter, N.R. H.A. president, quoting a maxim of E. C. Simmons, as publicized about 1880 at the October, Atlantic City joint convention of the manufacturers' and wholesalers' organizations, had said: "The jobber's first duty is to help his customer to prosper." The 1936 complement to this maxim, as revised by L. E. Crandall, present president of the Simmons Hardware Co., as quoted by Mr. Mulliken, is: "The retailer's first duty is to help his jobber help his customer to prosper." In bringing his address to a close, Mr. Mulliken reviewed the 11 points on which, according to Mr. Crandall, dealers and jobbers can and should cooperate in solving their mutual problems.

Before adjournment of the first session, badges and certificates were awarded to representatives of firms who could qualify for membership in the association's newly formed Twenty-five-Year Club. At a special luncheon meeting Wednesday the formal organization of the club was perfected, with 27 members present, representing 25 firms in 21 different cities. The following club officers were chosen: John R. Sower, president, Frankfort; Bob Hunter. Nicholsville, vice-president, and Steve Ogden, secretary, Ashland. Later the three officers of the club were named as an advisory board to the association. It was decided that future meetings of the club will be held in conjunction with the association's annual convention.

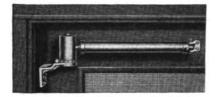
The first order of business at Wednesday afternoon's session was the election of these officers: president Karl H. Young, Louisville; first vice-president, Chas. Zimmer, Jr., Covington; second vice-president, I. C. Mason, Adairville, secretary-treasurer, J. M. Stone, Louisville, reelected to that office for the 29th time; and members of the board: C. C. Hewlett, Louisville, and R. E. Mattingly, Lebanon.

In presenting the first address at the second session, Irwin E. Douglas, chief, accounting service, N.R.H.A., Indianapolis, Ind., offered a comparison of operating costs between independent stores and other types of competitors, using especially prepared charts. He pointed out that the charts showed that variety chains and department stores get their merchandise to consumers more efficiently than do hardware stores, and he enumerated several ways in which the distribution of hardware could be more efficiently handled. The charts used by Mr. Douglas were based on sales of \$10,000 in stores doing an annual volume ranging from \$40,000 to \$60,000, and he declared that while hardware stores must have an average investment of \$4,800 in stock to produce sales of \$10,000, that department stores can do the same amount of business on a stock valued at \$1,400. "The sale of more merchandise per employee," he declared "will aid materially in solving the problem."

Chas. C. Anthony, Federal Housing Administration, Washington, was the second speaker at Wednesday's session. He reviewed the accomplishments of the Federal Housing Act in a very graphic and informative manner, and stated that even after 17 months of operation that there is plenty of educational work to be done. He called attention to the fact that the modernization phase of the act expires on April 1 unless extended by popular

### TRADE (CHICAGO)

### **CHICAGO** CHECKING DOOR CLOSER



Type 25

### New and Improved

The new Type 25 Chicago Checking Door Closer has been designed as a strictly quality product suitable for Screen Doors, Combination Doors and Light Interior Doors.

Send for full information regarding this popular New Closer. It has many excellent selling features that will appeal to your customers.

Chicago Spring Hinge Company, CHICAGO **NEW YORK** 

U. S. A.

# Gottschalk's Real POWER TOOLS FOR LESS MONEY



is item has been greatly improved and is packed in a Cellophane bag. It is one the most attractive household accessories on the market and is nationally advertised over 16 million families each month. Order today from your jobber or write direct sample and price list.

METAL SPONGE SALES CORP., Philadelphia



Chattanooga, Tenn.

Detroit, Michigan

### BALL FOR LESS MONEY by ARCADE

Arcade Craft Tools are designed for those who want good home workshop equipment at low cost. Quality built with heavy cast iron bases and moving parts of high grade steel. Large bearing surfaces insure long life. Retail prices: Sander (9" high) \$4.50 Bench Saw (Table 6'4"x12") \$10.00, Jig Saw (15'4" high) \$4.80, Drill Press (15" high) \$4.80, Lathe (8" Swing, 30" between centers) \$8.50. All prices slightly higher west of Rockies.

Other tools and accessories at low prices. Write today for Free Catalog giving details on all Arcade Craft Tools and Accessories. You can't go wrong on Arcade Power Tools—they are built for service and priced to sell.

ARCADE MFG. CO. FREEPORT. ILL.











### TURNOVER CHAMPIONS

Coast to Coast selling champions because they are first of all QUALITY champions. Keep ample stocks always.



demand, and dealers were implored to make the most of the opportunity. Many examples were given by Mr. Anthony of the benefits retailers of hardware and related lines have received through going after the business created by the F.H.A.

As the next feature at the second day's session, Secretary-Treasurer J. M. Stone reviewed the Declaration of Merchandising Policies for hardware dealers as approved and adopted by the board of governors, N.R.H.A., in January, 1935. Lantern slides were used to direct attention to the eight points covered by the declaration.

An address by Dr. J. M. Watters, State Planner for Kentucky, on the topic "Planning for the Future of Kentucky," brought the second session to a close. Dr. Watters gave an interesting resume of the program which is intended to bring about a more efficient and economical functioning of the state government, and explained problems relating to Kentucky's penal institutions in a detailed and highly informative manner.

The final session, Thursday afternoon, opened with an excellent address by P. H. Noland, vice-president in charge of sales, B. F. Avery & Sons, Louisville. Mr. Noland stressed in most emphatic fashion the necessity for hardware and implement dealers to do outside selling. The first step, he said, is for the dealer to determine the trade area of his store. The second step, he said, is to make a revealing survey of that trade area, and the third and most important step, he declared, was for the "boss" himself to "go and see 'em." Mr. Noland related how similar campaigns of outside selling had proven so effective for the branch stores operated by his company, and for many of the company's dealer agencies throughout the country. He said that virtually every implement dealer in Kentucky also sells hardware, and that one of the big problems of such dealers was to get new customers into their stores. When they have accomplished this, he admonished dealers to do the "best job possible." Dealers were urged to sell on the basis of quality rather than price, and were urged to capitalize on their natural advantages as independent retailers. In closing his address, Mr. Noland asked dealers to return home resolved to put a definite outside selling campaign in actual operation. Before Introducing the next speaker, Presi-/dent Rumley recited a personal experience with an outside selling program to lend further support to Mr. Noland's contention that dealers had much to gain by following a plan of this character.

"Outside Selling from the Broad-Gage View" was the subject covered by the next speaker, Robert Frey, hardware merchant, Ottawa, Ill. Mr. Frey explained that his store is located in a town having a population of 2500, but that of the eight salespeople regularly employed, two salesmen are doing outside selling the biggest portion of the time. As a result of outside selling and other aggressive methods, he declared that it is necessary to employ four additional salespeople every Saturday, and to provide for a sales force of 24 during the holiday season. He advocated that dealers make plans and follow them, and said that "Hoping without hoofing doesn't get the business." Hardware stores are a natural for outside selling, in Mr. Frey's estimation, and he declared that "such effort is pregnant with rich profits." He also declared that the time to sell is when the purchasing power is available; that every home needs something new, and that dealers should show their prospects what they want before such prospects realize their need. Completing his address, Mr. Frey said: "There's lots of business in 1936, even if we have lost the A.A.A."

H. W. Hirth, merchandising division, and Irwin E. Douglas, accounting division, N.R.H.A., Indianapolis, then gave a question and answer summation of the principal points emphasized in the preceding convention addresses, with stress being placed on what the voluntary chains of independent dealers in groceries and drugs have done, with the assistance of cooperating wholesalers, in combating the price competition of chain outlets in these lines.

The reports of the various committees were next received, with the legislative committee going on record as requesting the State Legislature to reduce the fee for recording chattel mortgages from more than \$2 to 50 cents for property valued at \$150 or less. The committee also recommended that the state law be revised to permit the attachment of state, county and municipal employees for just debts.

Resolutions adopted upon the recommendation of that committee called attention to the N.R.H.A. Declaration of Merchandising Principles; commended jobbers for ef-

### You're Always Ringing Up Sales Of

### HOPPE'S



THE season for gun cleaning never closes. Whenever there's shooting—and wherever firearms are being conditioned—there's active need for Hoppe's No. 9 and its allied Hoppe products, Hoppe's Cleaning Patches, Hoppe's Oil and Hoppe's Cun Grease.

#### HOPPE'S No. 9

the famous bore-cleaning solvent, removes leading, metal fouling, all firing residue, cleans gun bores mirror-bright and PREVENTS RUST.

#### HOPPE'S Cleaning PATCHES

of correct canton fiannel, cut to size, in dust-proof cartens, are inexpensive, handy, better than rags. Five standard round sizes, one square, one obleng for shotgums.

#### **HOPPE'S Lubricating OIL**

Specially refined for gun actions, pure and penetrating, abolishes friction. Cleans, polishes, prevents rust. Perfect for fishing reels, all heusehold, office and home workshop oiling.

#### **HOPPE'S Gum GREASE**

is needed right new for all thick swabbing in gun bores and te ceat all outside metal surfaces of guns stored for the winter.

YOUR JOBBER WILL SUPPLY YOU PROMPTLY—ORDER NOW

FRANK A. HOPPE, Inc. No. 8th St., PHILADELPHIA, PA.

NEW YORK—Ed. W. Simon Co., 302 Broadway LOS ANGELES—H. L. Bowlds, 108 West 2nd St.





## No. 70 HANDY PIPE THREADER THE LOW PRICED SET

An Armstrong Quality Product

Only threader offered with genuine ARMSTRONG
"Kalorized" SOLID DIES for pipe, bolt and rod. Dies are self starting—go over meanest burr. Adjustable guide which eliminates bushings, an added selling feature. Dies changed at touch of thumb. Integral Handles.

Here it is! A practical, low priced tool demanded by the home mechanic, handy man, and hobbyist.

A goed mark up for a live, profitable market. DISPLAY iT. Handsome Display Board available, free with minimum deal.

Order from your jobber or write for complete details and sales helps.

ARMSTRONG CO. BRIDGEPORT CONN.

### 1936

### STOKER LINE

### priced to compete in the small-home market

Phenomenal acceptance of our 1935 automatic coal stokers has created a business volume that, with new cost-reducing machinery, enables us to announce drastically lower prices for 1936 . . . on regular precision-built Link-Belt models, with new exclusive engineering features added. The line is complete: domestic to 300 H. P.

Backed by a world famous, \$18,000,000, AAAA1 rated company, 60 years in business, is an effective merchandising program that includes:

- Phenomenal acceptance of our —direct factory financing on a 1935 automatic coal stokers —new 5% plan.
  - -floor plan for display stokers.
  - —advertising, promotion, sales and engineering assistance.
  - participation in local advertising.
  - —national advertising on stokers; company advertising in more than 100 trade papers.
  - traveling representatives to help the dealer train men, survey jobs and close sales.
     Write for literature and deal-

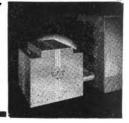
write for literature and dealer plan; we will advise you if your territory is still unassigned.

### LINK-BELT COMPANY

Stoker Division
2410 W. 18th St., Chicago.

Send dealer plan to:....

Address .....





## Remind Your Trade That Calking Is An Easy Job

Any handy man can apply Pecora Calking Compound around door and window frames. It is the sure way to make a residence or building weather-tight. Saves money for the owner on fuel bills by reducing heat losses. Avoids damage to interior by rain and snow seepage. You can safely recommend Pecora Calking Compound. Properly applied, it will not dry out, crack or chip. Specified by leading architects. Used by largest builders. Made by an old reliable firm.

### Show This Gun



Calking made even easier by using this improved Cartridge Gun. No ratchets, no pawls. A great time and material saver. Specially designed for Pecora Calking Compound, packed in Non-Refillable Cartridges of approximately One-Quart capacity. Get all the details.

Write for Bulletin and Prices



Pecora Paint Company, Inc. Lawrence & Venango Sts., Phila., Pa. Established 1862 by Smith Bowen

Pecora Sash Putties and Pecora Perfect Patching Plaster

forts being made to enable their dealers to meet price competition; expressed appreciation of association services; asked dealers and wholesalers to eliminate non-essential operating expense; pledged support to Federal legislation for protecting independent dealers against price discrimination; expressed opposition to price filing in any form; protested the establishment of branch stores by wholesalers and manufacturers; deplored any effort to increase taxes, and voiced positive opposition to the enactment of the Walsh Government Contract Bill, the O'Mahoney Licensing Bill and the Black Bill for a 30-hour work week. Another resolution bespoke the desire of the association to sell American-made binder twine and requested manufacturers to provide independent dealers with twine of comparative quality at prices enabling them to meet the price of any other selling agency.

In addition to the entertainment features already mentioned, the Keystone Steel & Wire Co., Peoria, Ill., exhibited a talking movie Tuesday evening, which provided musical interludes, many pointers on farm fencing problems, and numerous "shots" of wire products in the making. On Wednesday night a reception and dance was given in the exhibit hall at the Seelbach, with the orchestra of Milburn Stone, a son of Secretary Stone, furnishing the music for the occasion, as it also did for the Tuesday luncheon.

### South Dakota Convention

(Continued from page 104)

ing Administration official, also spoke, telling of the government's activities in its national housing program.

G. R. Siddons, Platte, was elected president of the association, succeeding J. C. Mulvaney, Hitchcock. Harry DeKraay, Rapid City, was named vice-president. C. J. Christopher was again chosen manager-treasurer, and Earl Erlandson, Cot-

tonwood, association fieldman. P. N. Elving, Alcester; O. R. Baily, Alexandria; William Weidensee, Gettysberg, and P. Beaulieu, Winner, comprise the executive board. J. C. Mulvaney, M. E. W. Christiansen, Irene, and W. E. Kuhn, Belvidere, make up the advisory board.

The association held its dance and frolic on the second evening of the assembly.

### Oklahoma Convention

(Continued from page 106)

E. Young, Fairview. L. C. Clark, president, Clark-Darland Hardware Co., Tulsa, was advanced from second vice-president to first vice-president. H. C. Dobyns, Dobyns-Lantz Hardware Co., Stigler, was elected second vice-president. Charles F. Nelson, Oklahoma City, continues as secretary-treasurer. New members chosen for the board of directors were: W. W. Hickman, Ponca City, and U. V. Darland, Seminole. Other directors are F. R. Murphy, Foss;

L. R. Duff, Lawton; E. P. Hall, Durant, and C. E. Weber, Talequah.

Ladies were entertained at a theater party Wednesday afternoon, and the convention closed Thursday evening with a banquet, special entertainment, dance and card party, at the Chamber of Commerce building, through courtesy of the Manufacturers and Wholesalers Division of the Oklahoma City Chamber of Commerce.

### Circular On B. W. H. Transmission Belts

Boston Woven Hose & Rubber Co., Cambridge, Mass., has issued a circular on its transmission belts made by a new process. According to the manufacturer, through the perfection of a new and original rotary type of press, B. W. H. transmission belts are now vulcanized continuously, under absolute stretch control and pressure control which insures uniform thickness. It is stated that with every inch of belt perfectly vulcanized, there are no press overlaps, no press marks, no overcure or undercure at any point and a much

higher coefficient of friction is obtained.

The Bull Dog and Perfection Gold Edge belts are illustrated.

### Waco Data Book For Lamp Purchasers

"Waco Data Book for Lamp Purchasers" is a recently published booklet of Wabash Appliance Corp., 331 Carroll St., Brooklyn, N. Y. It answers important questions commonly asked about lamp quality, lamp efficiency, burning life, imported lamps, guarantees, tests, voltage, etc. The complete line of Waco lamps made by the company is illustrated.

### THIS YEAR PUT THE NEW

### FERRY DISPLAY

### TO WORK MAKING PROFITS FOR YOU

This YEAR an order for Ferry's Seeds brings you a beautiful, ultra-modern display—the finest sales assistant we've ever offered for use in the store. It doesn't cost you a penny, and can be obtained with one, two or three shelves—to meet your exact requirements.

The aluminum-coated metal frame rests on rollers, so it can be moved from one part of the store to another, or outside. Your garden-tool customers can't miss it. If you already have your new Ferry display, make it work for you to the limit. If you haven't the display, order one now.

The Ferry sales plan is the fastest, easiest way to build up real profits from this important line of your busi-

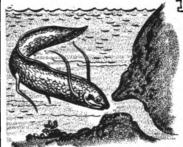
ness. There are hundreds of varieties in the Ferry assortment. All vegetable seed packets, and many of the flowers, are priced at five cents; cartons of beans, peas and corn at 10 cents. We can also fill your orders for seeds in bulk. Ferry-Morse Seed Co., Detroit, Michigan, or San Francisco, California.



### FERRY-MORSE SEED CO.



### ·Nothing like 'em



1 NOTHING LIKE THIS 仏図のの FISH

WHEN THE SWAMPS IN WHICH IT LIVES <u>DRY UP</u>, THEAFRICAN LUNG FISH CRAWLS INTO A BURROW, PLUGS IT WITH MUD, AND BREATHES THROUGH SMALL AIR-HOLES.

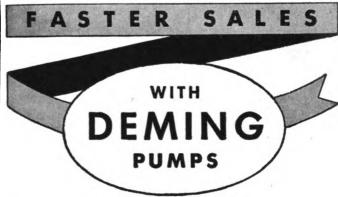
2 NOTHING LIKE GULF ELECTRIC-

IT'S THE ONE OIL MADE
SPECIALLY FOR MOTORS
OF ELECTRIC REFRIGERATORS, WASHERS AND
IRONERS. OPENS BIG NEW
MARKET FOR YOU. IT'S
ADVERTISED IN COLLIER'S
REGULARLY- STOCK IT NOW!



### **GULF ELECTRIC-MOTOR OIL**

For further information, write Gulf Refining Company, 3800 Gulf Building, Pittsburgh, Pa.



Good profits! SAFE profits! That's what Deming Pumps



THE DEMING COMPANY

25 BROADWAY • • SALEM, OHIO





### Why Chain Stores Sell More

Large bins on ends of counters are filled with fast moving merchandise. It is only good business to give prominence to such merchandise as sells best, and makes you the most monev.

Couple this up with real lighting until the merchandise actually shines and you build an atmosphere that is at once comfortable and interesting. People like to shop when they come into stores like this.

I sometimes think it is too bad that hardware stores are not always located in basements rather than on first floors, for they would be forced to keep lights burning all the time. "In the gloaming" may sound romantic, but not very business-like.

And now to summarize that which I have tried to tell you. I can do it very briefly with these words:

If the chain store is doing things better than you are, you have to step up your merchandising until you do the same things equally well. Otherwise, how can you remain competitive, and what license have you to expect your customers to be loyal unless you offer equal services and values, as those they can get elsewhere.

Why should you ask those who spend their money in your store to pay the added cost of-merchandise that stays on your shelves years at a time-of unnecessary help in dull seasons-of excessive merchandise costs, when you pay a price that makes it impossible for you to meet competitive figures—of operating a store that is not meeting the efficiency of others which are supervised by those who specialize in efficient and up-to-date methods and merchandise.

Today nobody owes you any business. You must merit it by becoming the best kind of merchant—as good as any one of whom your customers might go to for their merchandise needs.

Said in the words of Buick, it would be: If better ways of merchandising are found, the syndicate stores will find them.

That is why the chains sell more merchandise today.

### Marshall-Wells Associates

(Continued from page 82)

meetings, and budgeting and sporting goods were handled by Harvey Sedgwick and Frank Brooks respectively. Mr. Olsen and Ed Grinnell took charge of the stoves and range

Monday night dinner was served at the Glass Block restaurant, Tuesday night at the Hotel Duluth, Wednesday night at the Hotel Spalding and Thursday night the final banquet was at the Hotel Duluth, where Seth Marshall, president, made appropriate closing remarks. The annual stag party and smoker was held Wednesday night.

A feature of Thursday's program was a trip to the plant of the American Steel & Wire Co., at Morgan Park, with special trains to and from the plant.

Dealers came from Michigan, Minnesota, Wisconsin, Iowa, North and South Dakota and Montana.

Under the direction of Mr. Hartwell and Max Smith a merchandising school was held at the gym directly after the Tuesday dinner. This was well attended and was devoted to instruction in window and table display work with demonstra-

The 1936 advisory board of Asso-

ciate Dealers who work with Marshall-Wells buyers and executives was announced Tuesday morning at the opening of the session. There are six dealers on the Associate planning committee and eight dealers on the Associate advisory committee. The planning committee members are: Einar Olsen, Guarantee Hardware Co., Wisconsin Rapids, Wis.; Bob Fesenmaier, Robert Fesenmaier, Inc., New Ulm, Minn.; Ray Remington, Remington Yards, Hibbing, Minn.; Art Strom, M. W. Associated Stores, Glasgow, Mont.; Herb Adams, Adams Hardware Co., Cavalier, N. D., and Sylvester Eckes, Eckes Hardware, Marshfield, N. D.

The advisory committee members are: Charles Pillsbury, Pillsbury Hardware, Devils Lake, N. D.; Bill Powers, H. D. Powers, Grand Rapids, Minn.; Harry Meyer, Farmers Hardware Co., Shawano, Wis.; Ben L. Quirt, Ben L. Quirt Hdwe. & Furn., Iron River, Mich.; Gus Hillerud, G. Hillerud Hardware, Sauk Center, Minn.; Gil Johnson, Conlin-Johnson Hdwe. Co., Williston, N. D.; Joe Schmitz, Schmitz Hdwe. Co., Valley City, N. D., and Joe Vandeberg, Vandeberg Hardware, Baldwin, Wis.







We invite every dealer and wholesaler to consider our sales policy, which has guided us for over 34 years.

This 3-way partnership for our mutual interests is far more important than temporary price advantages and quality sacrifices.



Our national advertising has created more than just consumer acceptance. It has established a recognized standard of quality in Roller Skates—and the name "Chicago" means much to dealers who want to enjoy protection, good profits and more sales.

Our price range meets your customer's purse. Write for details and our printed Sales Policy.

### CHICAGO ROLLER SKATE CO.

Roller Skates With Records for Over 33 Years 4456 W. Lake Street CHICAGO, ILL.



### New Success Story START ON TOP!



..and Work to the

The man who starts at the bottom and works to the top has long been celebrated in song and story. In the paint and brush business the plot is reversed. You start at the top and work to the bottom. • Brushes by Baker are good from top to bottom. Jobbers who handle the Baker line will serve you with brushes that start on top and work to the bottom.

Fundamentally yours

baker brush co.,inc.

# THE PROFITABLE WAY TO DISPLAY AND SELL

### **CASTERS**



The Bassick Display Biock

A sales producing display (8"x12") with samples mounted on removable wooden plugs.

Read what one hardware dealer in Manistee, Mich., says about this practical, profitable sales help:

"This display block has sold more than 50% more casters than we could have sold without it".

The Bassick display block is available to all dealers who purchase the "Quality Group".

Write for complete information.



## THE BASSICK COMPANY Bridgeport Connecticut Canadian Tactory: STEWART WARNER ALEMITE CORP. OF CANADA, LTD. BELLEVILLE, ONTARIO

### How's the Hardware Business?

(Continued from page 73)

the Delco-Frigidaire Conditioning Corporation, to look after this important new development. Individual manufacturers at the Chicago meeting reported sales increases thus far this year at 25 to 200 per cent above sales a year ago.

While sales activities, and all traffic and travel, have been seriously slowed by the recent weeks of severe storm and cold, there have been compensations in the resulting large demands for emergency supplies. The immediate and sharp call for winter merchandise, like that for coal and other fuels, revealed a shortage in many areas. Retail stocks of axes, shovels and picks, of oil and electric heaters, of tire chains and denatured alcohol, of warm clothing, gloves, mittens and blankets, have been frequently insufficient to supply the heavy demand, and wholesalers have been called on for an unusual amount of rush service. January had started with a very satisfactory rate of increase over 1935, in general retail sales, but after the middle of the month, shopping became so difficult that early gains were largely offset. It will be remarkable, therefore, if final January totals shall be found ahead of those of a year ago. Wholesalers have fared rather better than their customers. Although traveling salesmen have found parts of their territories inaccessible, they have had a better share of the time and attention of the merchants they could reach. There has, too, been a fine backlog of early spring "futures" in the files of most wholesalers, which could be shipped during January, and these have contributed toward a much-needed boost for the month.

All classes of trade are still confident of a reasonably busy spring, though since the AAA decision, expectation is a bit more conservative among distributors who depend upon the farmer's spending. No setback is seen to agricultural prosperity, but a larger share of the farmer's money must now come as the fruit of his own efforts. It is natural that the spending of earned money will be more canny and considered than the spending of government "windfalls." Nature's contribution thus far, to the 1936 crop season, has been encouraging. Widespread snowfall assures reserves of moisture, as well as protection of plantings previously made, and it is said that the extreme cold has killed much destructive insect life. Agricultural hand tools sold well during last fall, for 1936 shipment, but current new ordering is very heavy notwithstanding. Harness sales are making great gains, due in part to still low costs with more advances coming, but due even more to the restoring of the horse as an indispensable "farm hand." Tractor sales have been forging ahead, and will continue, but many small farms, and some large ones, have found "horsepower," in its original sense, both more economical and more flexible in many situations.

Winter sports are gaining in popularity and publicity, and a great many stores have cashed in handsomely this winter on the growing demand for sleds, toboggans, skates and particularly skis. These are no longer considered the playthings of children, but whole communities are organizing an active and healthful social program, for men and women, centering in these winter sports. Railroads are offering low fares and all-expense week-end trips to resort regions where outdoor activities reign. There is doubtless an untouched source of sales and profit for many a live hardware store, in catering to this growing fad in likely neighborhoods not yet reached.

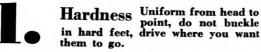
Motor car manufacturers are apparently marking time and waiting future developments. Anticipated February schedules have been cut and it is said that there is a hesitancy on the part of car builders to place orders for steel to be delivered four to six weeks in advance. Detroit manufacturers are now operating their plants four days a week. Despite this temporary recession in production activity, the outlook for the year still remains bright. December production of passenger cars and trucks in the United States and Canada was 421,579 units, as compared with 156,318 units for the same month in 1934. The total production for last year was 4,182,491 units, as compared with 2,869.963 units in 1934.

Final figures on 1935 wholesale hardware sales, by percentage of increase, as reported to Federal Reserve

HARDWARE AGE

### They're

That's Why Fowler & Union Brands Have Been the Blacksmith's Favorite for Over 50 Years!



Shape Clean, accurately centered hold-fast head; perfectaper blade, entirely free from "waves." Sharp, reinforced point.

Quality Made on our own precision machines, so accurate that every nail in the box is exactly the same.

Three Quality Brands

### NORTHWESTERN-CROWN-UNION

Cold-Rolled HORSE NAILS

Order from Your Jobber

FOWLER & UNION HORSE NAIL CO 1000 MILITARY ROAD, BUFFALO, N. Y.



Michigan avenue

WITH PRIVATE BATH FROM \$ 7 50 WITHOUT PRIVATE

BATH FROM

GEO. H MINK MANAGER

The charm of a Michigan Avenue address - the luxury of Hotel Auditorium service - the convenience of its "just off the Loop" location - the delights of its world famous dining room - all these are now yours at a very economical cost.

HOTEL

MICHIGAN AVE. AT CONGRESS ST.

### Novel Demonstration Sells This New

### WATERPROOFING

ON SIGHT! Shows how anything made of cloth, canvas, leather, or wood can be made waterproof instantly—without stopping up the pores or keeping out air. Increases life of material; makes leather soft and pliable; saves its small cost many times over.

WATERPROOFS Clothing, Shoes, High-tops, Waders, Tents, Tarps, and Auto Tops—Without Grease or Oil.

A sure way to year-round profits. Every farmer, every sportsman, every business, every home (especially with children) has dozens of uses for RAINY DAY! Easy to use: just rub on, spray, or dip.

Order from your jobber or direct if he cannot supply you. Attractive sales helps. Nationally advertised in Popular Mechanics, Popular Science Monthly, and Sports Afield. Complete information upon request.



Quarts Pints Shee Size \$1.25 75¢ 25¢

### FREE!

Send for sam-pie demonstration. Works
like magic!
Show your
c ustomers that you
can make that you make a hold

PROTECTION PRODUCTS MFG. CO.

7436 Second Ave., Detroit

### Comina

You can make approximately that much extra money each month renting out a SPEED-O-LITE Sanding Machine. You can also make extra profits on sandpaper, brushes, varnish, lacquer, wax, shellac, etc., needed for floors. Dealers find our Sanding Ma-SCHLUETE chines easy to rent. The adver-tising we supply definitely as-sures success of the rental service, creating new custom-ers and additional profits. The

Floor Sanding Machine

It is light, easy to handle; requires no experience, works close to corners; has a special ball-bearing motor guaranteed against burn-outs. Built for many years' service. Now is a good time for rentals. Our Sander costs less than most Dealers suppose and our Time Payment Plan is especially interesting. Mail coupon now for full information.

Lincoln-Schlueter Floor Mach. Co., 212 Grand Ave., Chicago, III.

Please send us full information covering the new SPEED-O-LITE SANDER. ☐ Interested in time payment plan.

1401116	•	•			•				٠	•			 												
Address												 													
City																									



### More Sales in 1936!

Egg prices are up.... Live poultry prices have increased.... The demand for baby chicks is booming.... Poultry raisers are buying.... All of which means more Poultry Netting Sales for you in 1936.

New fences must be erected; old ones replaced. The first signs of spring will bring customers into your store asking for poultry netting.

Be prepared to meet this demand with ample stocks of U. S. HEXLOK--the perfect hexagon mesh netting--and U. S. STRAITLOK--the perfect straight-line netting! Place orders now for prompt delivery!

Ask your jobber or write direct to us!



Banks are now available, and reflect the accuracy of an estimate made in these columns in our issue of January 2. It was estimated at that time, on the basis of reports received for the first ten months of the year, that the increase in sales for the country as a whole would average approximately 10 per cent. The final figure was 11.3 per cent, with the increases by Federal Reserve Districts being as follows: San Francisco, 17.5 per cent; Dallas, 11.3 per cent; Kansas City, 3.1 per cent; Minneapolis, 13.0 per cent; St. Louis, 9.3 per cent; Chicago, 21.0 per cent; Atlanta, 7.9 per cent; Richmond, 7.6 per cent; Cleveland, 10.3 per cent; Philadelphia, 12.0 per cent, and New York, 3.2 per cent.

Improved conditions during the current year are foreseen by D. A. Williams, president, Continental Steel Corp., Kokomo, Ind., who says: "The optimistic confidence with which this company entered 1935, based both on general conditions and the markets it serves and on its individual outlook at that time, has been well fulfilled by the developments during the year. Looking ahead into 1936 we see prospects even better. I do not mean that 1936 will show as much general improvement over 1935 as that year did over 1934-though it might-but rather that the ground already gained is more securely held; that conditions are more stabilized so that we and our customers can make plans and commitments with more confidence." Mr. Williams also stated that consumer acceptance in both the industrial markets is rapidly increasing for the company's fence wire and roofing sheets having special corrosion-resistant finishes.

The Wooster Brush Co., Wooster, Ohio, reports a sales increase for the first nine months of its current fiscal year of 45 per cent over the same period a year ago, with the month of January, 1936, reflecting an increase of more than 67 per cent over January, 1935.

The number of unemployed decreased by 218,000, or 2.4 per cent, during December, to a new total of 8,979,000, according to a report by the National Industrial Conference Board. The gain in employment over December, 1934. was 9.3 per cent. Trade figures showed the greatest gain—350,000—chiefly in retailing. Manufacturing and mechanical industries

showed an employment loss of 77,000, transportation a loss of 34,000, and domestic and personal service a loss of 30,000.

Business failures, reported by Dun and Bradstreet, Inc., for the week ended January 23 totaled 252, compared with 246 in the preceding week and 259 for the same week in 1935. Insolvencies rose in the East but were lower in other areas.

Bank clearings reported by 22 leading cities in the week ended January 29 were \$5,272,618,000. or 3 per cent ahead of the same week last year. The previous week had shown a rise of 14.7 per cent. Although the latest week's clearings at New York City were 2.7 per cent under the total reported for the corresponding week in 1935. gains were reported in all other leading centers, sufficient to establish a betterment in the national totals.

A more than seasonal decline of 4.4 per cent, from the week preceding, occurred in railroad freight traffic for the week ended January 25. The drop was chiefly due to the severe weather conditions. However, shipments for the week remained 5.2 per cent above a year ago, and the total volume of 584,691 cars was the largest for that period since 1931. setting a five-year seasonal peak for the ninth consecutive week. Loadings exceeded last year by 5.2 per cent, and were 3.8 per cent above 1934. While the cold wave proved a deterrent to freight traffic, the electric power industry benefited correspondingly. Production of electricity in the United States for the week ended January 25 was 1,955,507,000 kilowatthours, compared with 1,781,666,000 in the same week of 1935. The gain over last year amounted to 9.8 per cent. All important manufacturing areas showed gains over the same week last year. Percentage advances were: New England. 5.7; middle Atlantic, 7.5; central industrial, 8.3; west central, 11.7; southern states, 12.3; Rocky Mountain, 22.4; and Pacific Coast, 12.2.

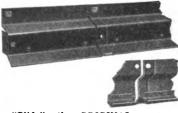
The balance of foreign trade in favor of the United States during 1935 was at the second lowest point in 25 years, according to figures released by the department of commerce. Last year exports were \$234,226,000 more than imports. In

# granteed BUILDERS HARDWARE



Glide Door Hanger No. 1-for doors up to 1,000 lbs. Applied inside, protected, applicable to any thickness of door. Flexible





"Glide", the ORIGINAL water-shed track. Track-and-cover in one plece. Patented telescopic joint— no brackets required.

-Complete Hard-

ware in sets— for cupboard doors, cabinets, cellar windows, screen doors,

screen etc.

sash.



Hanger
No. 12—for doors up
to 500 lbs. Used with
"Shedwel" — an in-"Shedwel" — an in-expensive but sturdy track. Has all the features of the fam-ous "Glide".

Write today for complete information and prices.

FRANTZ MFG. CO. STERLING, ILLINOIS

### Barn Door Hardware

Door Hangers
Tracks
Gable Door Sets, Hinges, Hasps, etc.

"Over-the-Top"
Equipment
-"Around - the Corner" Sets
-Sliding - Folding Sets
-Swirging Sets

Garage Hardware



Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good



Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of HARDWARE AGE. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.

### Depend on R

### for ALL Types of LADDERS



Large stocks of RICH Ladders at conveniently located shipping centers, together with modern manufacturing methods and great plant capacity assure prompt service on all orders.

Other RICH Specialties
Ironing Tables—Clothes Props—
Wash Boards, etc.

Ask your jobber. Write us for complete catalog.

The Rich Pump & Ladder Co. 1028 Depot St., Cincinnati, Ohio

### SALES APPEAL AND SALABLE PRICES

are combined in the 1936 line of



GASOLINE CAMP STOVES

Turner Stoves appeal instantly to both the experienced campers and "first timers" because of sturdy construction and attractive appearance. In addition the Turner is the most efficient and practical camp stove made. Each burner is individually operated and controlled permitting fast and slow cooking at the same time (a feature found exclusively in Turner Stoves). The burners light instantly and develop an intensely hot flame. The fuel tank is easily removed for filling and has a built-in safety pump.

Priced at no more than ordinary camp stoves—you can increase your sales and profits with the Turner line—your jobber can supply you.



Made in three models—a deluxe two-burner, an utility two-burner and a one-burner.



### WITH A LOOSE-LEAF CATA-LOG, YOU CAN SHOW AN ILLUSTRATION OR QUOTE A PRICE *instantly* \* \* \*

When your customer asks for information on a large unit of sale which you do not stock, that is no time for fumbling with supplements, slips, or an obsolete, undependable tight-bound catalog. That's when you cash in on up-to-the minute information — the kind you always have, on every item, when your wholesaler provides you with the modern Heinn loose-leaf system of catalog service. Ask your wholesaler.



★ A new efficient loose-leaf catalog issued by Wisconsin Hardware Company. Their retailers say, "I know" — and do a real job of merchandising.

Wholesalers: Write on your letterhead to THE HEINN COMPANY, Dept. 226, 326 W. Florida St., Milwaukee, Wis., for new book, "The Catalog Question," showing how you can serve your dealers better and make more money with a loose-leaf catalog.



Originators of the Loose-Leaf System of Cataloging

Branch offices in principal cities

1934 the export surplus was \$477,-745,000. The total of America's foreign trade, however, reached the highest level since 1931. Exports were 7 per cent more than in 1934 and imports increased 24 per cent. Exports of goods last year aggregated \$2,282,023,000 and imports were \$2,047,797,000. Largest imports for all of 1935 included farm products, wood and paper, metals, and manufactures. Leading exported lines were machinery and vehicles, mostly automobiles and industrial machinery, and nonmetallic minerals, mostly petroleum and petroleum products.

Sales of the General Electric Company during 1935 amounted to \$217,361,587, an increase of 18 per cent over 1934. Volume of sales billed in 1935 by the Westinghouse Electric & Mfg. Co. was the best since 1930, and a gain of approximately 35 per cent over 1934. The company's sales of refrigerators rose 46 per cent, while sales of electric ranges increased 49 per cent.

Factory operations during January suffered from weather conditions, though steel output was well maintained at around 50 per cent of capacity. Heavy construction awards for January exceeded 288 million dollars, double last year's. Structural steel awards totaled more than 100,000 tons, against 76,000 tons in December. Railroads are again becoming factors in the steel market. Purchasing of rails, track fastenings, freight cars and locomotives has increased importantly during the last two or three months and there is promise of further business. Automobile makers are feeling some reaction from the busy ordering of November and December, and used car sales were greatly slowed during the sub-zero days. Increased production schedules were adopted by manufacturers of plumbing supplies, building materials, and electrical equipment, with most of the paint factories running full time to catch up with delivery dates. Makers of both farm equipment and rubber products operated at a higher rate than a year ago.

Portland cement shipments in 1935 were lower, with the exception of 1933, than in any year since 1918, with the deficiency being attributed, for the most part, to the virtual absence of private work. The

1935 total was 74,934,000 barrels of approximately 380 pounds each, with the total 1.3 per cent under that for 1934. All of the first eight months, except March, showed decreases from the preceding year, while gains were registered in the last four months. In the first eight months, the decrease was 7 per cent.

Wholesale collections and sales in 97 cities during December revealed an encouraging return toward fall levels, after resisting seasonal declines, according to the January survey of the National Association of Credit Men. In contrast to 49 cities reporting "good" collections and 47 "good" sales, the current study has 55 cities in the "good" collections, and 64 in the "good" sales column. Slow collections are reported by only two cities, in contrast with nine the previous month, while slow sales are noted by only one city, a drop of two from the month preceding.

The volume of department store sales in 1935 was 7.1 per cent larger than in 1934. Total retail sales for last year were 12 per cent more than for 1934, and 28 per cent above 1933, but still nearly 10 per cent lower than in 1931 and about 35 per cent below the level reported in 1929. In some commodities, such as rayon, woolen goods, shoes, oil burners, electric refrigerators, vacuum cleaners, cigarettes, air-conditioning equipment, and gasoline, demand expanded to the highest level since 1929, and, in some cases, to new all-time highs.

Business in the United States spent \$155,000,000 in 1935 for plant and equipment, compared with \$85,000,000 in the preceding year, according to a report by the Securities and Exchange Commission. New issues of stocks and bonds amounted to \$2,667,000,000, compared with \$630,000,000 in 1934, a great proportion representing corporation refunding operations. Officials interpreted the 1935 gains as indications of a reviving capital market.

Income of the United States in the next six months, according to estimates made by the Brookmire Economic Service, will be 14 per cent higher than for the same period a year ago, and 38 per cent higher than the average for the same period in the last three years.





### TREMENDOUS MARKET for Low-Priced MAILMASTER

Notice the number of mail boxes right in your own vicinity that need replacing. Approximately 15,000,000 mail boxes now in use are so outmoded and disreputable looking that it is a disgrace to allow them to remain in their places of prominence; also more new houses are being built now than for the past 7 or 8 years, and every house needs a mail box.

MAILMASTER is sturdily built of 22 ga. material . . . ga. material . . . plifer-proof slot . . . door hinged at top, closes of its own weight. A high-quality box at a bargain price every home owner afford.

Take advantage of this vast market. Display the low-priced MAILMASTER and the other Fulton Mail Boxes-let the public see them—they'll be one of your "best sellers."

Write for full information and prices.

#### PATENT NOVELTY COMPANY 305 Eighth Ave... Fulton, III.

POLLY PRIM DUST PANS POLLY PRIM RECIPE CABINETS RUST-RESISTING MAIL BOXES POLLYANNA DUST PANS

JUMBO FIRE SHOVELS FULTON CRUMB SETS FULTON DOCUMENT BOXES BLUE-BIRD INDOOR CLOTHES LINES

# Classified ads in Hardware Age July 12, 1935. Yours very truly, COM PR CW M COUTCHEN & CO., INC.

### NO MORE "GYP" FLINT

(AS FAR AS WE ARE CONCERNED)

Effective January First, 1936, we have discontinued the manufacture of Flint Sandpaper in the 834" x 101/2" size.

On and after that date we offer only our First-Quality JEWEL Brand, full 9" x 11" size, made from first-quality materials and packed either in the waste-saving Jewel carton or the time-saving lewel shelf dispensing box.

#### A Gennine Jewel Abrasive BEST OF THE BETTER BRANDS

And-best of all-Genuine First-Quality JEWEL Sandpaper will cost you no more than the "scalped" size!



### ABRASIVE PRODUCTS, INC.

Manufacturers of Coated Abrasives for Wood, Metal, and Leather Working SOUTH BRAINTREE, MASS., U.S.A.



General descriptive catalog, now on the press, lists many improved time and money-saving abrasives. Shall we reserve your copy.

Just mail the coupon-Pin it to your letterhead if you prefer.

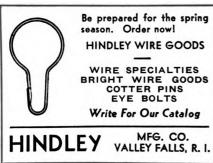
Abrasive Products, inc. South Braintree, Mass.

Reserve my copy of your new catalog (H.A.4)

NAME	

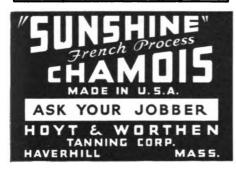














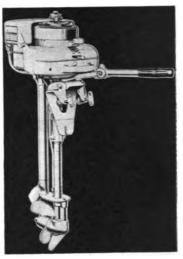
#### Snap-Cut Tree and Shrub Pruner

In this pruner, the "Snap-Cut" action is mounted on a light weight, strong, aluminum shaft. The 4 foot length is

suited for pruning briars, fruits, roses, shrubs, etc. The 6 foot length is suited for pruning fruit trees, high vines, etc. Will cut up to ¾ inch branches with ease. Seymour Smith & Son, Inc., Oakville, Conn.

#### Evinrude 1936 Hooded Power Fisherman

In this model the carburetor, spark plugs and wiring are housed in an aluminum covering from which the new style valve lever and the primer lever protrude. An integral drip pan reflects casual carburetor drippings outside the boat. A large carrying handle is formed integral with the hood at the exact point of balance. According to the manufacturer, other improvements are the rubber mountings which "float" the motor so that no vibration reaches the boat; a completely shock-proof steering handle that retracts when tilting; rubber-cushioned propeller drive; propeller is of the weedless type. Motor it is said develops 4.4 N.O.A. certified brake horsepower at 3500 r.p.m., and an improved co-pilot feature keeps the boat upon a set course while the operator's hands are busy. The 1936 Fisherman lists at \$110 f.o.b. factory. The Weedless Fisherman with patented weedless gear housing but otherwise identical to



the standard 1936 Fisherman lists at \$10 higher. The 1935 Fisherman model listing at \$95 also remains available. Folder on the Fisherman model is available. Outboard Motors Corp., Milwaukee, Wis.

### Prize-Winning List of Tools For the Homeworkshop

(Continued from page 54)

pared to answer a distressed upstairs cry of 'Will you fix this kitchen faucet?'"

Many ways in which this list can be used to good advantage will doubtless occur to hardware merchants. Copies of the list could be distributed in the tool department, or the list could be reprinted in the store's paper, or other advertising matter. If the list is so used it is important that credit should be given to the sponsor of the contest - The Home Craftsman Magazine, New York City. Window or interior displays in which all of the items on the list are shown with suitable explanatory show cards could also be used with good effect. Such displays will convince home craftsmen that the store is prepared to serve him in complete and intelligent fashion, and is really interested in catering to his hobby.

The prize-winning list is reprinted herewith by special permission. As previously stated, this list was selected for first place by the judges because it represents a workshop of wide scope. Since the list is only one of the entries it cannot be considered as being a composite of all the entries, or as being typical of the entire contest. On this account, brand names have been omitted in fairness to all concerned.



### SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

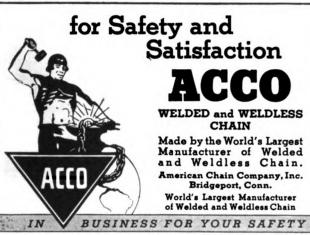
THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS ANTIQUE BRONZE — ALUMINUM

### HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA



### TROWBRIDGE **GRAFTING WAX**

"Best since 1850." The leading Hand or Brush Wax for grafting, budding and trimming of all fruit, ornamental trees, shrubs and vines. Also for painting tree cuts and bruises. New ¼, ½ and 1 lb. pkgs., also 5 and 10 lb. containers. Ready, profitable seller.

GRAFTING WAX



#### Treekote Emulsion

The new and efficient tree wound dressing, pruning and grafting compound for all types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weether. Economical. 1 pt. to 5 gal. cans. Write for Prices.

Walter E. Clark & Son Milford Box E Conn.

### LOOK FOR THE DISTINCTIVE

CROSS PACKAGE

red - white - black YOUR CUSTOMERS DO!

all O. K. if they're W. CROSS & CO. INC., EAST JAFFREY, N. H

### ORIGINAL "PRIMUS" BLOW TORCHES for Gasoline or Kerosene fuels

Made entirely of brass. Highly pol-ished. Strongly con-structed. Filling funnel on top of tank. The perfect Torch for both indoors or out windy, cold weather.

Rold by leading jobbers or write



### **SANDVIK SAW & TOOL CORPORATION**

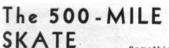
**GOOD PROFIT** 

ON EVERY

ITEM

109 Lafayette Street New York, N. Y.

740 Washington Ave. No. Minneapolis, Minn.





Retails for

\$1.95 to \$2.25

Something new and different to talk about — guaranteed not only for 500 miles' travel but for a full year's wear . . nothing to equal it in the highest quality class — yet moderately-nriced.

NUMBERS —each different—each showing quality at a glance—each so closely priced that a few cents one way or another makes the sale—that's what the

sale—that's what the Speed King line of-

and Look!

A TOP-NOTCH **BALL-BEARING SKATE** 

**RETAILING FOR \$1.00 TO \$1.23** 

A few years ago this skate would have retailed for double the price. Now you can meet competition with a product of outstanding value and still have a good margin of profit.



Special 1936 Proposition HUSTLER CORP., Sterling, III.

Speed King ROLLER SKATES



Originated and developed STEEL Beaters and are still LINE No. I in Quality and Satisfaction. The ONLY ONES to fully support the present nation-wide movement of important dealers in first Quality HOUSEWARES, back to their important place in trade and resulting PROFITS. HELP IT ALONG.

18 pictures would be required to here show this longest line in the world in and out of glass: a Quality model, assorted colors, for every hand requirement. Why handle 2d and 3d grade lines, when LINE No. I is same price and alone fulfills every need? Insist upon LADDS from your jobber or send your stock orders direct to us for a suitable price range—for remember

LADDS PUT THE PROFITS IN AND KEEP THEM IN EGG BEATERS. KITCH-ENWARES ARE COMING BACK RIGHT NOW.

United Royalties Corporation 1133 Broadway, New York

### Cortland





One of the best selling screen cloths ever produced. Popular with thousands of home owners. Cortland Gray-Wick is always

### Made From OPEN HEARTH Copper-Bearing-Steel

.011 gauge wire used both ways. Has a pleasing dull galvanized finish. Electro sinc coated and enameled with a pigmented varish—double protection against corrosion.

#### We Control Every Operation

From raw material to finished product. 24 to 48 in. widths, double selvage. Individual fibre cartons.

Ask your Jobber for Prices

STEEL PRODUCTS

"NATURAL GAS now used in our furnaces produces very lew sulphur steel which, together with a copper alloy, reduces ceresleg."



### Aggressive Policy Adopted

(Continued from page 61)

one side wall and partly across the back. This entire row of display closets with orange doors, presents a most striking and neat appearance.

From a publicity standpoint the most striking feature of Madway's store is the huge mural covering on one wall. This piece of art measures twenty-one feet by seven feet, and is one of the first things noticed by customers who enter the store. The painting was done on Mr. Madway's order by Bertram Goodman, a pupil of one of America's outstanding muralists, Thomas Benton. The piece is entitled "The Evolution of Tools," and fulfills the idea that Mr. Madway had in mind; namely, depicting man before the stone age, then on up to the iron age and hand forged tools, up to the present use of modern tools. It is asserted that the entire work is done with tested materials so successfully used by the old masters—such ingredients as white of eggs, etc.—and that the colors will stay bright and perfect for ages.

When this painting was first complete, Madway's came in for all kinds of wide publicity. It was at the time when the Government was appropriating money for art work and the public's interest in art had been stimulated. Hence, the appearance of this painting in a Philadelphia hardware store created considerable news interest. The consequence was that Madway's had splendid write-ups, not only in the Philadelphia papers, but even those of New York and other cities.

#### Clamp Assortment



Contains 13½ dozen "Sure-Grip" clamps in six sizes put up in this attractive counter display carton. Three sizes are for use on garden hose, beer pumps, automobile heaters, etc. Other three sizes are for use as automobile radiator clamps. It is stated that they are flexible enough to be fitted around connections without removing hose and they are galvanized after all machining operations are completed, preventing raw

edges to rust or corrode. J. R. Clancy, Inc., Syracuse, N. Y.

### Inspection Plan For Everedy Door Closers

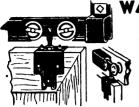
The Everedy Co., Frederick, Md., will send, post paid, a sample of its Everedy Door Closer to dealer or wholesaler, on request. This "Sample - On - Approval" plan was devised so that the product may be properly inspected before purchased. A feature of this Door Closer is its double-jointed door bracket.

#### Motion Window Display

For Hotpoint appliances. Electrically animated arm swings back and forth pointing out the appliances. Reproduced in rich colors and is in three sections. Center piece, 36 x 36 in., will accommodate three large or four small appliances. Side panels spot the coffee maker and automatic Hotpointer Toaster. General Electric Co., Merchandise Dep't., 1285 Boston Ave., Bridgeport, Conn.



### OBURN



WAREHOUSE DOOR HARDWARE

A patented Track using a channel iron or I-Beam is sold exclusively by Coburn for supporting heavy sliding doors. No opening is too wide, and no door too heavy for No. 750 Track and Hanger. No supporting beam is required, as the Track can be made an integral part of the building. Detailed information will be furnished on request.

Since 1888 Coburn Products Have Been Dependable COBURN TROLLEY TRACK CO. HOLYOKE, MASS.

### WILDER'S Lion Half-Soles



Popular Display Assortment In The No. 50 Lion Tap Cabinet

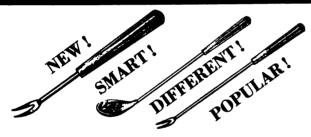
Contains 1 doz. pairs each of 10¢, 15¢, 20¢ and 25¢ grades of Lion Taps. Total 4 doz. pairs complete with nails. Gross with about 15 lbs. Sold through Jobbers. Retail value \$8.40. Dealer's profit 50%.

Refills always available.

Lion Taps are also sold for display independent of cabinet, packed one dozen pairs of a grade in an attractive display carton. Prices range from 10¢ per pair to 50¢ per pair, including nails.

Give us name of your jobber and receive FREE, a sample pair of 10¢ LION TAPS.

WILDER & COMPANY Manufacturers 1038 Crosby St. Chicago, Illinois



VAUGHAN'S Famous line of new Catalin handle utility items is selling fast now. All metal parts are heavily nickel plated. Each item guaranteed. Red and Green Catalin Handles. Send for Prices and Details on this Complete Line.

VAUGHAN NOVELTY MFG. CO., INC.
11-25 CARROLL AVE. CHICAGO, 1LL., U.S.A. 3211-25 CARROLL AVE.



ALWAYS NEEDED! A List of

### WHOLESALE HARDWARE HOUSES Giving

Names and Addresses; Capitalizations; Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

Useful for

\$10.00 a Copy Check with Order

PERSONAL SALES CONTACTS
CREDIT DEPARTMENT
DIRECT MAIL WORK

HARDWARE AGE VERIFIED LIST 239 W. 39th ST., NEW YORK, N. Y.

### **CASH IN** Columbia ON QUALITY BICYCLES

This is the year to cash in on quality bicycles! There is no surer way to do so than with the Columbia franchise. Open territory still available. Write for details now!

THE WESTFIELD MFG. COMPANY Westfield, Massachusetts

### IMPROVED FAUCET

The **EASY-TACH** 

Just push in-no tools needed. Avoids broken and corroded screws.



Put up 6 Super-Quality Beveled Rubber Washers and 4 patented Washer Holders on a Display Card—to retail at 10c per Card.

Samples sent upon request

KEYSTONE BRASS & RUBBER CO., Philadelphia, Pa.

### Repairs Unsightly Chipped Porcelain

When home owners hit and chip porce ain or enamel fixtures— Tilette Liquid Porcelain Glaze Tilette Liquid Porcelain Glaze will quickly repair them like new. Ideal for Porcelain and Enamel Sinks, Bath Tubs, Lavatories, Refrigerators, etc. Ready for use, waterproof, dries quickly with a permanent porcelain gloss. In 1 oz. jars, packed 12 to attractive counter disp'ay. Quick 25 cent seller. Liberal profit. Ask your jobber to supply you. If he cannot, write to us.

TILETTE CEMENT CO., INC. 401 Lafayette St., N. Y. C.

1115 Temple St., Los Angeles, Calif.





### KRUSTOFF

Cleans and prevents rust on enameled stoves, ovens, stovepipes, tools, machinery. Every home needs it.

Made by the makers of

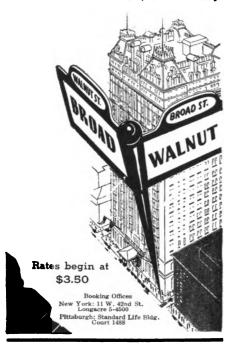
STOVINK

Johnson's Laboratory, Inc. WORCESTER, MASS.

In the heart of Philadelphia . . . socially, commercially and geographically.

### **BELLEVUE STRATFORD**

CLAUDE H. BENNETT, General Manager





The service they give the user, plus the prompt deliveries we give you on all orders, are the reasons we have gained the reputation of giving REAL SERVICE.

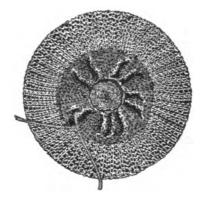
SELL CLARK'S

### CLARK BROS BOLT (P.

Bemiss St. Milldale, Conn.

### Improved Gasoline And Kerosene Lamp Mantle

The Lindsay Light and Chemical Co., 161 East Grand Ave., Chicago, has announced its Lindsay Rosette No. 200



for gasoline and kerosene lamps and lanterns as the newest development in improved rayon mantles. Mantle is round in form and, according to the manufacturer, of sturdy double weave rayon fabric and provides maximum candle power. The dealer cost is \$6.50 per gross and the maker suggests they be sold at 2 for 15 cents.

### Sickles-Loder Catalog No. 35

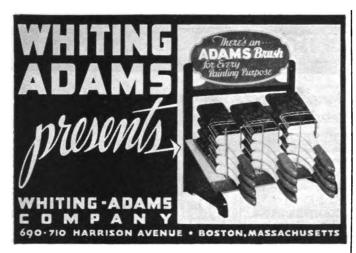
Sickles-Loder, Inc., wholesale firm in the Port Authority Commerce Building, New York City, has recently issued its catalog describing and illustrating the various lines carried. The catalog contains a sectional index, products index and information of the company's facilities.

#### Norge Line for 1936

Norge Rollator Refrigerators have been redesigned to eliminate all appearance of squareness yet retaining harmony and simplicity of design. The interiors have many improved and added features for utility and convenience. The Concentrator Gas Range line has also been redesigned in the same manner. There are nine models with a flexibility of color and features.

Two models have been added to the washer line. All have Autobuilt transmission and the same system of Quietors. They require no oiling for at least five years, and are available with friction drive pump. Model 56-G and 76-G are available with gas engine. New models have been added for the 1936 line of ironers with further improvements in design and construction. Norge Corp., Detroit, Mich.





Stores say: "It's a Sensation!"

Make quick profits with HANSON

#### SILVER CLIPPER

★ Strikingly beautiful, with silver and black dial, this original new SILVER CLIPPER sells on sight.

See these features:

- 1. Modernistic design 2. Eye appeal
  - 4. Unusual accuracy
- 2. Eye appeal 5. Reasonable price 3. Improved mechanism 6. Attractive profits

Ask your jobber for prices.

HANSON SCALE COMPANY (Est. 1888) 525 N. Ada St. Chicago 1150 Broadway New York



### Hodell **COIL CHAIN**

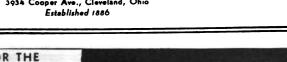
#### Other Hodell Chains

WELDED - Proof Coil Chain . Steel oading Chains @ Trace Chains @ Well Chain • Cow Ties • Log or Binding Chains • Heel and Butt Chains • Breast and Wagon Chains • WELDLESS-Tie Outs • Pump Chain • Porch Swing Chains • Cow Ties • Dog Chains e Sash Chain



3934 Cooper Ave., Cleveland, Ohio





"Winfield" is popularly priced and efficient.

ASK YOUR JOBBER

HARDWARE TRADE ONLY ALLEN'S RE-DESIGNED SUPREME

> LINE OF

LAWN SPRINKLERS AND GARDEN HOSE ACCESSORIES

FREE CATALOG The new large 1936 Allen Catalog contains over 100 items—some entirely new, others completely re-designed. Profusely illustrated with color plates and halftones. Send for your copy today.

W. D. ALLEN MFG. CO-566 W. Lake Street, Chicago, Illinois 28 Warren St., New York City, New York

REAL sales representatives advertise in the "Sales Accounts Wanted" columns of the classified advertising section of HARDWARE AGE.

#### R. MURPHY'S STAY **ROOFING KNIVES**



Paper Hangers'
Knives
Shoe Knives
Oyster Knives
Skiving Knives
Rubber Knives
Clam Knives
Clam Knives
Cigar Knives
Pruning Knives

Highest Quality — Absolute Dependability—Reasonable Prices . . . Make Master workmen look for the name R. MURPHY on a work knife . . . . . . . . . . . . They know from experience R. Kitchen Knives MURPHY'S Work Knives are their best buy.

Are you—as a dealer—profiting by this fact?

Write for Prices and Complete Catalog

Knives
Roofing Knives
Shirt Cutters'
Blades and
Handles

ROBERT MURPHY'S SONS CO., Ayer, Mass.

Makers of the finest Work Knives for 86 years



### SILENCE IS GOLDEN



. . . and selling the Silent Yard-Man means golden profits for you. It's the most advanced of all lawn mowers. Write for details of the Silent Yard-Man Demonstrator Plan.

YARD-MAN, INC., JACKSON, MICHIGAN

THE SILENT VARIOUS

### CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

### • CLASSIFIED ADVERTISING RATES •

### **Positions Wanted Advertisements** at special rate of one cent a word, mini-mum 50 cents per insertion.

### **All Other Classifications**

Allow Seven Words for Keyed Address.

**Boxed Display Rates** 

### Discounts for Cons 6 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts de not apply on Positions Wanted Advertise-

#### REMITTANCE MUST ACCOMPANY ORDER Send check or money order,

not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 13 days previous to date of publication.

#### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

Address your correspon

#### HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City

#### SALES REPRESENTATIVES WANTED

### NATIONALLY KNOWN MANUFACTURER IS LOOKING FOR AN EXPERIENCED HARDWARE MAN

Age 30 to 40 years, to take charge of their New York Office. Office has been established twelve years. Applicant must be acquainted with jobbing trade in Metropolitan District, Philadelphia, Bal timore, Washington and Virginia. Salary and

Address Box B-947, care of HARDWARE AGE, 239 W. 39th St., New York City

MANUFACTURERS' AGENTS' WANTED. ELECTRIC WIRING devices, heating pads; wholesalers, departments, chains, better retailers. State territory and trade. Prominent eastern manufacturer. Address Box B-983, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED — HARDWARE SIDELINE SALESMAN — EXPERIENCED and well acquainted in department stores, retail, hardware and garden supply houses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURER OF A NEW LINE of stainless steel utensils, specialties, etc., has exclusive territory for several experienced salesmen on commission basis. Jobber, department store, premium, furniture and hardware trade following highly desirable. Address Box B-977, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis,

SALES REPRESENTATIVE WANTED, PREFERABLY WITH following in the industrial field for side line, a universally used hardware article of high merit, selling at very competitive price. Unusual commission. Address B-981, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

ESTABLISHED MANUFACTURER HAS SEVERAL OPENINGS exclusive territories. If you are now calling regularly on hardware, mill and contractor supply trade and can add several good items to your line, commission basis, our proposition will interest you. Address Box 377, Toledo, Ohio.

SALESMEN: SELL ATTRACTIVE 10c-25c ITEM. Rust and tarnish remover—metal—porcelain renewer. All hardware, chain, department, auto, sporting goods, drug, grocery and general stores. Attractive commission. Territories open. Address Box B-985, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WE WANT SEVERAL SALESMEN NOW devoting their entire time selling to department stores to sell our line of dust mops and wet mops as a side line on commission. State experience and territory wanted. Full territory protection. Address Box B-972, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

### Sales Representatives Wanted

#### Sales Representatives Wanted

To sell leather half soles and rubber heels to jobbers in New England, Ohio, Indiana and Southwest. Straight commission on all orders re-ceived from territory. Line established in 1920. THE HAGERSTOWN LEATHER COMPANY

Hagerstown, Maryland \_\_\_\_\_\_

WANTED — SALESMEN CALLING ON HARDWARE and house furnishing retail stores, chain stores, auto accessory stores to sell a line of chamois and sponges. Side line or full time on commission basis. Full protection repeat business. Write full particulars. Address Box B-986, care of HARDWARE AGE, 239 W. 39th St., N. Y.

SALES REPRESENTATIVE WANTED, NOW CALLING on jobbing, chain and department store trade to sell moderately priced insecticide, polishes and waxes. Guaranteed quality products. Attractively packaged. Our season is now approaching. Good proposition for men with following. Commission basis. State territories covering and references. Address Box B-988, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

LARGE AND WELL-KNOWN A LARGE AND WELL-KNOWN COM-PANY, manufacturing a varied line of hardware, are in the field for commission salesmen, who in turn must have well-established lines and fields of activity either among jobbers and large con-sumers, or separately. In reply give full details of territory regularly covered, and firms repre-sented. Address Box B-970, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN WANTED. NEW YORK WHOLESALE electrical house has several openings for representatives in States east of the Mississippi. Men covering large hardware accounts preferred. Attractive catalogs illustrating our line available for distribution by our representatives. Straight commission basis. Excellent opportunity for live wires. Write stating experience and territory covered. Address Box B-980, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### BUSINESS OPPORTUNITIES

OLD ESTABLISHED UP-TO-DATE HARD-WARE STORE, modern fixtures. Large store at very low rent; at 60% of inventory value, for crsh. Reason for selling—on account of health. (Metropolitan District.) Address Box B-971, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

ANTED TO PURCHASE: AN ESTAB-WANTED TO PURCHASE: AN ESTABLISHED hardware store in New England, in community with drawing population of 15,000 to 50,000. State full details, including type of merchandise carried and amount of inventory. All replies will be held in strict confidence. Address Box E-3, care of HARDWARE AGE, 140 Federal St., Boston, Mass.

#### BUSINESS OPPORTUNITIES

### How About Your Sales?

Manufacturers about to put out new products—do you know what the potential market is—the salability of the product — prices obtainable—advertising necessary.

What about your present products? Perhaps a minor change will speed up sales. You must have the facts about your market—what the demands and trends are NOW.

We can get accurate facts from the most reliable sources quickly and at a much lower cost than you would expect to pay. Write us giving brief details of products including catalogue, for estimate.

The Federated Sales Service Inc.

The Federated Sales Service Inc. 729 Boylston Street, Boston, Mass.

### SALES ACCOUNTS WANTED

A WESTERN CANADA MANUFACTURER'S AGENT, selling to wholesale hardware, department stores and builders' supply houses, is interested in arranging to represent a few large manufacturers.

Address Bex B-974, care of HARDWARE AGE, 239 W. 39th St., N. Y. City 

LINES WANTED—FAST-SELLING LINE wanted by manufacturer's agent calling on department stores, chains, electrical, hardware and drug jobbers in Michigan. Electrical specialties, small appliances or supplies preferred, but what have you that will appeal to the low-priced quantity buyer. Address Box B-979, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURER'S DISTRIBUTOR AND JOBBER SELLING to retail hardware, house furnishing, department store, chain store trade in Pennsylvania, New Jersey, Delaware, looking for additional lines to handle on a jobbing or distributor basis. Address Box B-987, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

### POSITIONS WANTED

### **Hardware Personnel**

Our files contain applications of several hundred ex-perienced and well-trained employees in the hard-ware industries. NO CHARGE TO EMPLOYERS FOR THIS SERVICE

SERVICE
If we can be of any help to you, just phone
ASSOCIATED PLACEMENT BUREAU
152 West 42md Street
W18. 7-1802, 1805

HARDWARE AGE



#### POSITIONS WANTED

EXPORT EXECUTIVE, LONG EXPERIENCE, at present employed by New York Exporter, would prefer employment with manufacturer, New York, or New England. Address Box B-984, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SITUATION WANTED BY MIDDLE-AGED MAN. Twenty-nine years' experience as an executive in hardware, tools and automotive supplies, wholesale and retail. Address Box B-973, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

YOUNG MAN EXPERIENCED HARD-WARE AND sporting goods clerk and book-keeper. Can type and operate mimeograph. Good health. Good reference and will go anywhere. Address Box B-954, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH ESTABLISHED FOL-LOWING AMONGST hardware, house furnishing and variety jobbers, also contact department and chain stores in Metropolitan New York area desires connection with reputable manufacturer. Address Box B-978, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

### POSITIONS WANTED

SALESMAN 11 YEARS' EXPERIENCE SELLING to wholesale hardware and woodenware trade in the following territory: Ohio, Kentucky, West Virginia, Virginia, Carolinas, Georgia, Alabama. Single; can make headquarters as desired. Salary or drawing account. Address Box B-976, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE BUYER: WHOLESALE, EIGHTEEN YEARS' purchasing experience. Capable, reliable and competent. Making change. Twenty years' wholesale experience with two jobbers. Excellent record and references. Know the jobbing business from A to Z. Correspondence invited. Address Box B-966, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of Hardware Age, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

ADVERTISING—SALES PROMOTION: 16 YEARS preparing manufacturers' advertising and sales plans—worked with dealers and specialty salesmen—familiar with electrical merchandising, air-conditioning, and new building and modernization—will bring broad and intensive experience to company requiring advertising or sales manager. Address Box B-965, care of HARDWARE AGE, 239 W. 39 St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box B-961, care of Hardware Age, 239 W. 39th St., N. Y. C.

YOUNG LADY OFFICE MANAGER, BOOK-KEEPER, stenographer, 7 years' experience retail hardware, electrical appliances, house furnishings and heavy hardware. Credits and collections. Good education, honest, dependable, good worker, thorough. Excellent record. Highest references. Are 28. Of good family. Good moral habits. Will go anywhere. Address Box B-982, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

### Do You Know That—

80.71% of the subscribers whose subscriptions expired during 1936 renewed their subscriptions to HARDWARE AGE.

This renewal rate of 80.71% is really close to the highest possible, considering the personnel changes and normal mortality of the field.

Since there is nothing to induce subscriptions other than the hardware man's desire to read and use the paper, this renewal rate affords a direct indication of the very high degree of interest with which HARDWARE AGE is regarded by its readers.

Advertisers, experienced in marketing through the hardware trade, know that it Pays to Concentrate in HARDWARE AGE.

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The advertisers in HARDWARE AGE are not merely our advertisers but **your** advertisers as well. Patronize them to the full extent of your requirements, because—

- —They are worthy of your support. Being leaders in their fields, they feature in straightforward, dependable advertising the merchandise and service that will profit you in the conduct of your business.
- -They can be whole-heartedly depended upon.
- —They are concerns that are in business to stay.
- —They believe in the future security and success of the hardware trade.
- —They are eager for the continued prosperity of our country.
- —They are practicing what they preach—successful and profitable hardware merchandising.

They deserve your support for their help in making possible the finest business paper published for the hardware field, the recognized authority of the trade for over seventy-five years—

Mention HARDWARE AGE when writing to your advertisers.

### HARDWARE AGE

A Chilton Publication

239 West 39th Street



New York City

A.B.C.—Charter Member—A.B.P. Inc.

### **MOULTON Ladders Will** "Step Up" Your Sales

Here's the YALE—a (Mechanic Type) Stepladder of quelity. Strong, safe, durable. A popular seller. Its Malleable top hinges are clamped over top—1/4 in. Steel rod under each tread with truss block. Steel braces under bottom tread. Cadmlum plated hardware. Sides 3% in. Legs 21/4 in. with 11/8 in. rungs. Treads 3% in. Sizes 3 to 12 ft. Wgt. approx. 3 lbs. per ft. Other models for every requirement.

Send for Literature and Trade-prices.

THE MOULTON LADDER MFG. CO. Mass. Somerville



### MOLDED RUBBER GOODS We stock a complete assortment of rubber tips and humpers, and are equipped to manu-facture most anything for your special re-quirements. Catalogue No. 50 on request. ELASTIC TIP COMPANY 370 Atlantic Ave., Boston, Mass.

### **Bommer Checking Floor Hinges**



Suitable for all sizes and kinds of doors, metal or wood

Write for illustrated catalogue Bommer Spring Hinge Co., Brooklyn, N.Y.





### National HARDWARE

DECOGNIZED everywhere as a Reproduct of quality. A complete line to meet every building requirement. Send for illustrated catalog and join the ranks of National dealers.

National Manufacturing Co. STERLING :: ILLINOIS



Ask about the New **Bunting Service** 

MADE-TO-ORDER **PERSONALIZED BUSINESS GETTING** MAGAZINES

Ten years of constructive service to the Hardware Trade has established Bunting Store Magazines as resultful, direct-to-home advertising media.

A tested means of cooperative sales effort for aggressive dealers, jobbers and manufacturers.

### Dunting O

NORTH CHICAGO, ILL.

### Genuine Do SLIDE SILENTLY-SOFTLY-SMOOTHLY

409 SET-109 SET-109 SET SAVE FURNITURE 4 TO A

NATIONAL MFG.CO.

& FLOORS-CREATE QUIET Look for words DOMES of SILENCE

INSULATED-NOISELESS FOR TILE CEMENT OR MARBLE FLOORS IN BATH ROOMS, RESTAURANTS, ETC.

LARGE SIZE FOR METAL & WOOD BEDS LARGE CHAIRS & ALL FURNITURE..

Ask vour Jobber-

If he is not supplied, write to

DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C

### MANY EXTRA DIMES FROM New All-Metal Revolving Display Cabinet



### and its FREE!

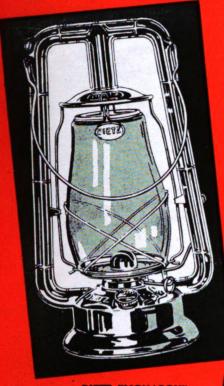
Advertising creates a steady demand for Moore Push-Pins, aluminum or glass heads and Moore Pushless Hangers.

Our new Revolving Display Cabinet given absolutely free with 72 window front packets...occupies only 61/2 square inches of counter space ... makes sale after sale. Get one from your jobber today. then watch the extra dimes build your daily volume.

MOORE PUSH-PIN CO 113-125 Berkley St., Phila.

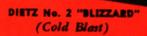
HARDWARE AGE

# DIETZ LANTERNS



(Hot Blast)





# DIETZ LANTERNS NOW FOR FALL TRADE

DIETZ Lanterns hold such an overwhelming customer preference that they are the lanterns stocked in most hardware stores.

This preference for Dietz Lanterns is based on undeviating high quality of manufacture, superior lighting power and stormproof burning reliability.

There is also a fair price for Dietz Lanterns and it is generally maintained to the benefit of users and the year-round profit of dealers.

Sell customers Dietz Lanterns—the lanterns that most of them prefer. It Pays!

DIETZ

DIETZ
No. 2 "D-LITE"
(Cold Blast)

THESE 4 DIETZ LANTERNS WILL GIVE YOU A 100% POPULAR STOCK

DIETZ
"LITTLE WIZARD"
(Cold Blast)



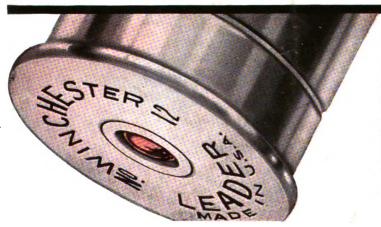


# YOU NEVER MISS THE SHOOTERS WHEN YOUR SHELL TRADE'S GOOD

Keep them coming, and coming strong, with a plentiful stock of Winchester World Standard Shot Shells. Wanted—and supplied at a full range of popular prices for every gun that throws shot, from squirrel, rabbit and crow loads to buckshot and single-ball loads for deer. Famous ever since muzzle-loading days for best improvements, materials and manufacture—from untiring scientific pioneering backed by progressive manufacturing leadership in serving a world-wide mar-

ket. Advertised effectively, in magazines, folders, booklets, catalogs and display material, to millions of shooters—for hunting, skeet, trap, hand trap, pest and varmint shooting. Unsurpassed in display, as they are in performance.

Place your order NOW for Spring, Summer and big Fall demand. For correct load numbers and combinations, refer to your Winchester Catalog or special Shot Shell folder.



### 4-Color Shell Folder FREE

The latest revised edition of the Winchester Shot Shell folder answers virtually every question as to load combinations that any customer may ask about Winchester Shells. Attractive 4-color cover. Shows each carton, each shell, in four colors. Explains Winchester short shot string advantages in Super Speed shells. Tells, too, the superiority of Seal-tite wads—used by Winchester under patent license. Lists all loads. Keep copies handy on your counter. Write us for a supply.

WINCHESTER REPEATING ARMS CO. NEW HAVEN, CONN., U. S. A.

HARDWARE AGE



**FEBRUARY 27, 1936** 

# Published **Every Other Thursday**

### For more than 50 Years a STAR for PERFORMANCE and SALES

HILLERICH&BRADSBY Cº

OR more than half a century Louisville Slugger Bats have been the overwhelmingly first choice of leading sluggers of the National Game. Likewise in sales they have been a standout . . . . It requires no high pressure work to sell a Louisville Slugger. Now, for the benefit of dealers everywhere . . . PLANNED FOR YOUR PROFIT . . . . this new display rack has been designed to make your selling easier. Ask your jobber about No. ABB Bat Assortment . . . special discount, free display rack, attractive, and designed to help you get more bat business with less effort.



HILLERICH & BRADSBY CO., Incorporated, LOUISVILLE, KY.



the Variety Venders convert walls, table-tops and counter spaces into real sales spots. Yes, and it makes sales because it reminds visitors to your store of their need for brushes, enables them to select their own without aid of high-power salesmanship. Install the three units in your store . . . or even the 26 scientifically-selected brushes for open stock . . . and you've assured yourself a thriving, profitable brush business!

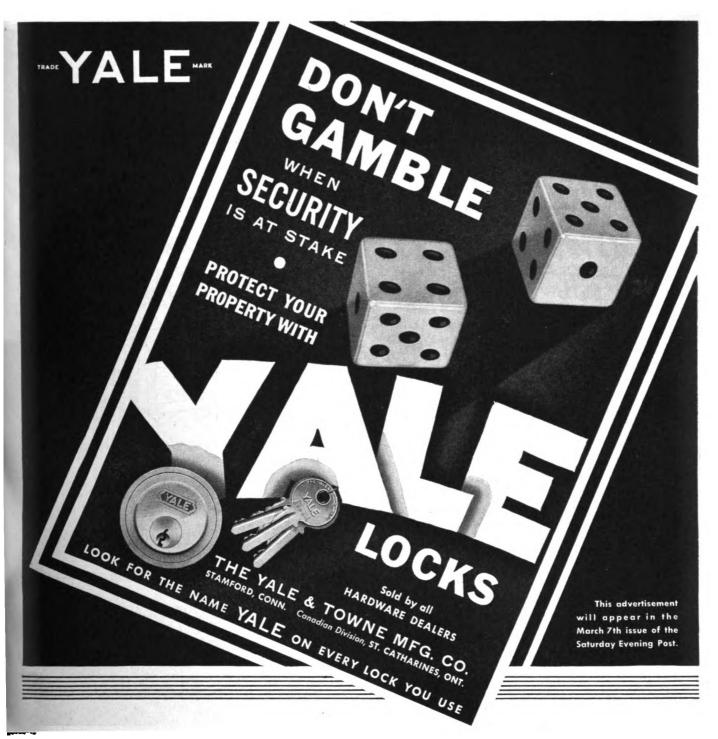












Here is another powerful advertisement in the campaign that is driving home the story of YALE security and dependability. Ten million people will read its forceful message.

Don't leave anything to chance in the matter of pleasing your customers and building good will. Standardize on the YALE Line of Auxiliary Locks, Mortise Locks, Padlocks and Cabinet Locks.

"The Name YALE Helps The Sale"

THE YALE & TOWNE MFG. CO., STAMFORD, CONN.

# What - is the Legitimate Dealer to do



### Of the Two Evils - -

—the Factory-owned Paint Store is the worse. Both together are eating at the very roots of the legitimate merchant.

Trade Associations recognize the problem and have tried to solve it, without success.

A 45 year old organization invites inquiries from independent merchants and associated buying groups, who are well established, and in a position to discount invoices.

To such merchants our organization can offer a plan that will solve the problem without sacrifice to your present established paint set-up.

### Mail the Coupon Today

Box	(C-5),	

Care of HARDWARE AGE, 239 W. 39th St., New York, N. Y.

Gentlemen:

Please send full details.

FIRM NAME

 $\overline{\mathbf{BY}}$ 

TITLE

ADDRESS

HARDWARE AGE.

# How to Increase Your Screen Cloth Business this Spring!



YOUR customers know the name "Cyclone." They know that it stands for the world's best fence. They know that Cyclone cannot afford to make a product with the Cyclone name that is not of the finest quality.

So offer your customers Cyclone Red Tag Wire Screen Cloth. They'll recognize the name and accept this screen cloth as the best. Your customers will be satisfied—and that means more business and more profit for you.

The cloth lies flat and even, without curling. Bright extra heavy galvanizing coat resists corrosion. Double wire outer selvage gives added strength and rigidity to the fabric—makes it easier to stretch "square."

Every roll of this fine screen cloth comes packed (at no extra charge) in a strong fibre carton which exactly fits the roll, protects it from damage and makes handling easier.

Put a simple display of these cartons in your window. Stock the rest of them on a conspicuous shelf. Your customers know the Cyclone name—display it where they can see it!

#### Cyclone Hardware Cloth, too

Cyclone makes a complete line. Add to your profits by selling Cyclone Red Tag Hardware Cloth. A strong, dependable cloth for screening, rat-proofing, window guards, etc. Exclusive galvanizing process assures a more durable and uniform product. Available in the standard widths and meshes.

Phone your jobber for information, prices and discounts—on hardware cloth, lawn fence, flower bed borders, trellis, metal baskets, wire screen cloth.

# CYCLONE RED TAG WIRE SCREEN CLOTH

Made by the makers of Cyclone Fence

Cyclone Fence Co., General Offices: Waukegan, Ill.



Pacific Coast Division: Standard Fence Co., Oakland, Cal.
Export Distributors: United States Steel Products Co.. New York

UNITED STATES STEEL

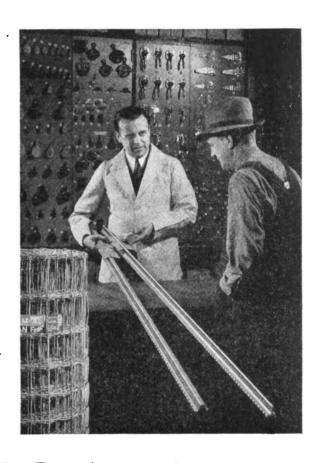


THE F.E.MYERS & BRO. CO. ASHLAND, OHIO.

PUMPS-WATER SYSTEMS-HAY TOOLS-DOOR HANGERS

# Sell the Fence that Farmers Know and Want!

Where. One of these is genuine American Fence. Farmers know this fine fence. It's got every feature farmers want, including copperbearing steel, medium hard wire, smooth evenly coated galvanizing, resistance to rust, heat, and cold; American Weather Curves, American Hinge Joint. It comes in every style, size, and gauge. Every roll is guaranteed full weight, full gauge, and full length. American must be good—there is more genuine American Fence in use today than any other brand! Write for prices, and information about the profit opportunity in selling American Fence and Posts.



# AMERICAN FENCE and POSTS

American Steel & Wire Company, 208 South La Salle Street, Chicago, Ill.

Tennessee Coal, Iron & R. R. Co., Birmingham, Ala.

Export Distributors: UNITED STATES



Columbia Steel Company, San Francisco, Calif. STEEL PRODUCTS CO., NEW YORK

#### UNITED STATES STEEL

#### Let's see why Sherwin-Williams are enjoying

## such BIG SALES

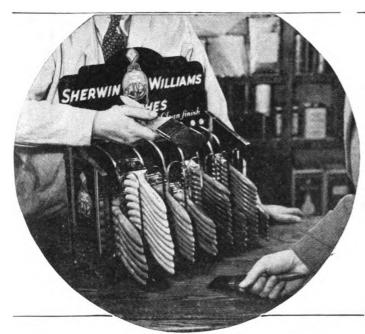
#### on this brush display



1. This colorful counter merchandiser catches customer's eye—arranges brushes neatly according to size—retains its attractiveness even when not filled to the top. Dealers like this.



2. Its appealing arrangement of the brushes—handles toward customer—invites examination and selection while dealer is filling order or busy with another customer. Dealers like this.



3. The customer is already partly—if not entirely—sold, by the time the dealer comes into the picture. And he can pick out the right brush to do the job instantly. Dealers like this.

Trust the dealer. When he sees a good display—one that will work, one that will really merchandise the product—he'll buy it!

Of this display, Sherwin-Williams reports: "Our sales on it the first three months have been over 50% greater than the total sales on our display package throughout the entire fiscal year."

Canco's experience in building displays that work—and that the dealer knows will work—extends into every retail field. Call Canco regarding your product.

Listen to
BEN BERNIE
"and all the lads"
TUESDAY NIGHT
9 P. M., E. S. T.
N.B.C. WJZ NETWORK

AMERICAN CAN COMPANY
MERCHANDISING SPECIAL TES DIVISION
ELAL DISPLAYS

HARDWARE AGE

# The best steel sheets

- ... make customers happy
- ... make more money for you



In the long run you can save money for your steel sheet customers and make more money for yourself by handling only the best in sheet metal roofing and siding. Stock American, Tennessee, or Columbia sheets. These sheets are always full gauge, with the full weight value that insures long life. Tough enough to resist years of severest weather attacks—evenly coated—easy to apply. All types—rust-resisting Copper Steel, galvanized, black... flat, corrugated, or V-crimped. Write for prices and full information.

# AMERICAN TENNESSEE · COLUMBIA STEEL SHEETS

American Steel & Wire Company, Chicago, Ill.

Tennessee Coal, Iron & R.R. Co., Birmingham, Ala.

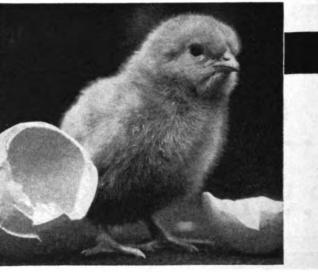
Export Distributors: UNITED STATES

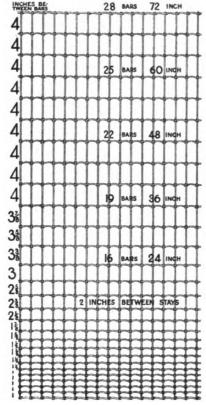
American Sheet and Tin Plate Co., Pittsburgh, Penn.

Columbia Steel Company, San Francisco, Calif. STEEL PRODUCTS CO., NEW YORK

#### UNITED STATES STEEL

# HERIONE.





Time and again dealers
have asked—"how can such
a long-lasting poultry fabric, with all
its other superior features and many-fold
advantages, sell for less than ordinary
netting?" . . . Sounds like it can't be
true, but it's an actual fact.

Only 2 inches between stay wires

Close Spacing
Heavier Than Netting
Lower Priced
Lower Erection Costs
Non-Climbable
"Galvannealed" Wire
Copper-Bearing Steel
Turns Smallest Chicks
A REAL FENCE

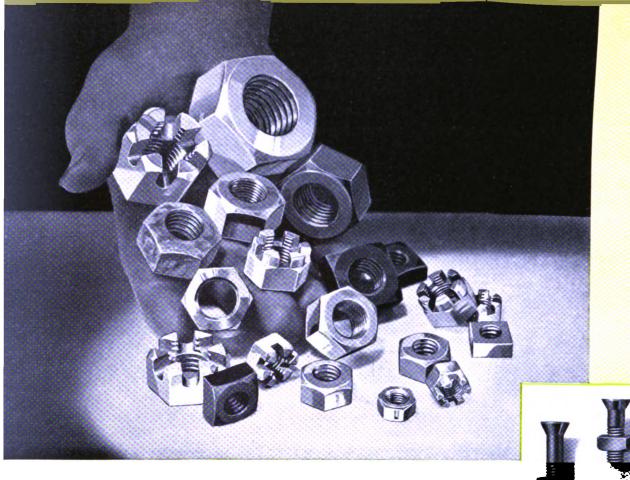
5 bottom spaces 1" high. Next 9 spaces graduated from 1½" up to 2½". Next 4 spaces graduated from 3" up to 3½". All spaces above this 4" high. 2" between stays. 3'-4'-5' and 6' heights. Line and stay wires 18 gauge. Top and bottom wires 15½ gauge.

Get ready for this Spring's business. They'll be asking for Chic-Mesh—make quick, profitable sales and plenty of them. Write for samples and prices.

Built like and stretches like regular farm fence.

Keystone Steel & Wire Co., Dept. P, Peoria, Ill.





True quality is embodied in a product only through uninterrupted maintenance of the highest manufacturing standards and practices over a long term of years. Continuously maintained quality requires experience, stability and a progressiveness that makes the best use of up-to-date plant and equipment, seeks out and applies the newest methods and materials, keeps both operating staff and management ever in step with the trend of the times.

Quality has always been the very basis of R B & W policy for nearly a century—a policy passed along from worker to worker throughout the entire organization and reflected in the unsurpassed, uniform accuracy of every EMPIRE Brand Bolt, Nut and Rivet.

BOLTS: Carriage · Machine · Lag · Plow · Stove · Elevator · Step · Tap · Wire
Wheel & Rim · Battery · U-Bolts · Semi-Finished · Automotive Replacement
NUTS: Cold Punched · Semi-Finished · Hot Pressed · Case Hardened · Slotted · Castle
RIVETS: Standard · Tinners' · Coopers' · Culvert SCREWS: Cap · Machine · Hanger
WASHERS: Plate · Burrs PINS: Clevis · Hinge
MATERIALS: Alloys · Steels · Non-ferrous Metals RODS: Stove · Seat · Ladder
PLATED PARTS: Cadmium · Zinc · Chromium · Nickel · Hot Galvanized · Copper · Tin
SPECIAL UPSET AND PUNCHED PRODUCTS

#### EMPIRE PLOW BOLTS

EMPIRE Plow Bolts are manufactured and stocked in all standard and many special sizes and shapes. Heads and thread are produced to close tolerances that materially speed up assembly operations and prevent jamming and stripping. Identification of the various styles by number makes lengthy descriptions unnecessary, permits stock to be checked quickly, saves time and money.

Out of long experience, we can make valuable suggestions for standardizing and simplifying bolting material. Address the R B & W Engineering Service. No obligation.

#### RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

PORT CHESTER, N. Y. ROCK FALLS, ILL. CORAOPOLIS, PA.

SALES OFFICES

CHICAGO · DETROIT · PHILADELPHIA · DENVER · SAN FRANCISCO · LOS ANGELES · SEATTLE · PORTLAND





NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany

St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

DUTCH BOY
Dutch Boy
PAINTERS' PRODUCTS

than dozens of ordinary customers. For when painters buy they buy in volume.

These big order customers patronize the stores where they get their white-lead. Wherever they buy this item they also buy the other supplies they need.

Attract these profitable volume buyers by stocking and pushing Dutch Boy White-Lead... the most sought-after item in the painters' line. Other Dutch Boy products that help to bring them in are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil,

Dutch Boy Colors-in-Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red-Lead Primer.



## DAZEY - SPEEDO - SUPER-JUICER

Is Duplicating Famous
Can Opener Success

DEALERS have learned that Dazey Can Openers (formerly called Speedo) not only sell fast but also make other profits for them. Last fall when we announced the addition of the Dazey Speedo Super-Juicer to our line, dealers did not appreciate its full significance from a profit standpoint. However, they do today because this marvelous addition to the Dazey line is well on its way to equalling the well-known success of the famous Dazey Can Openers.

Millions of Ready-Made Prospects

This immediate acceptance is due not only to the fact that this Dazey Speedo Super-Juicer is a quality product—nor because it is the handiest of citrus fruit juicers. More than that—there are millions of kitchens already equipped with the handy Dazey wall bracket into which this Super-Juicer fits. Millions of satisfied Dazey Can Opener users want this quality Super-Juicer and are buying it as they see it displayed. Dealers who have it on display in their stores say "It is astounding how Dazey sells—it passed our fondest expectations."

Make These Easy Extra Profits

Remember—Dazey Super-Juicer fits the handy Dazey wall bracket—out of the way but easy to use—taken down or left up at will. Just show its numerous features to your customers and get these extra profits for your store. Displaying them on your counter with Dazey Can Openers and Dazey Sharpits will make many a double and triple sale and profit for you.

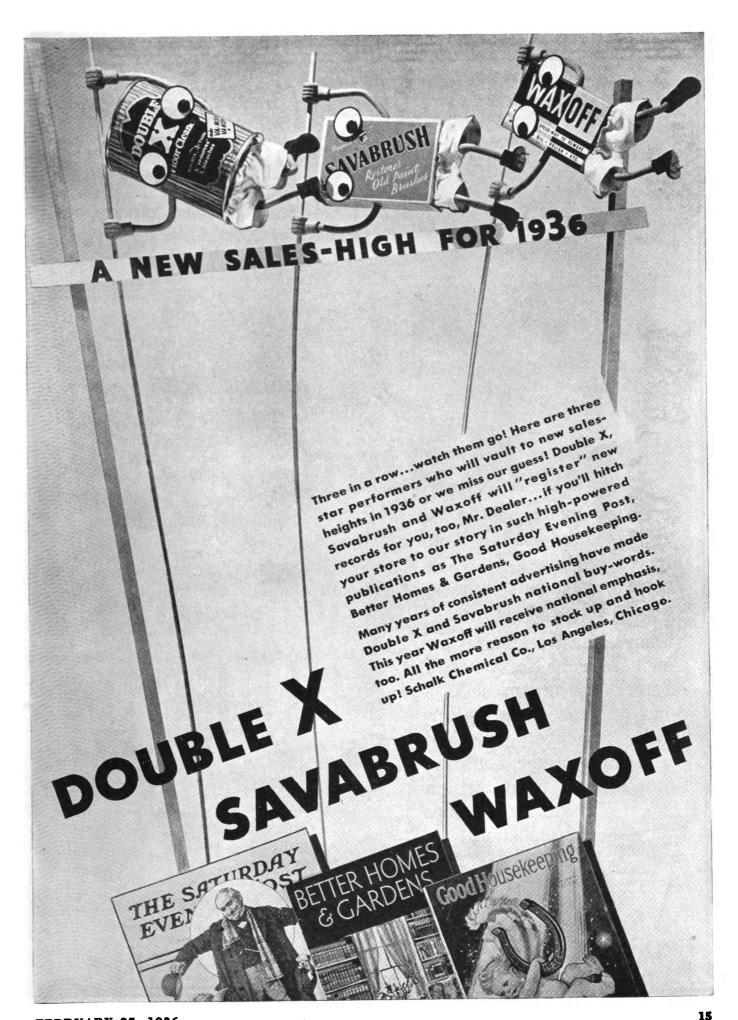
ble and triple sale and profit for you. Order from your jobber today. Write us for any information or sales helps.



Dept. B-10
Warne & Carter Aves.

St. Louis, Mo.

\*All prices are slightly higher west of the Rockies.



**FEBRUARY 27, 1936** 

## Where are all of the fine new cars going?



A private garage installation

INTO well-appointed garages, we hope—garages that are strictly in keeping with the modern cars.

Motor-car owners are insistent upon their new cars having all of the latest mechanical improvements and are becoming just as mechanically minded about the operating efficiency of their garage doors.

### · No. National DOOR SET

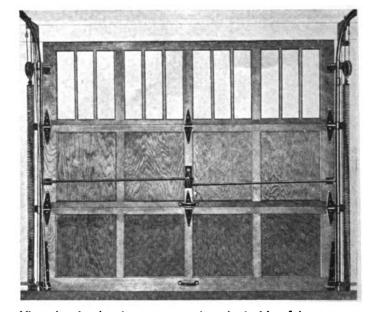
operates quickly, easily and quietly. This exceptional door set—acclaimed by leading contractors and builders everywhere—is the type which raises the doors straight up and parks them safely overhead, leaving full clearance of the door opening and free use of the

floor space below.

Many exclusive features are included in the No. 900 Door Set. Doors are made in a variety of sizes and are furnished completely glazed and with most of the hardware mounted in place, which greatly simplifies installation.

MATIONAL MFG. CO.

National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.



View showing hardware mounted on the inside of the garage

NATIONAL MANUFACTURING COMPANY

STERLING ILLINOIS

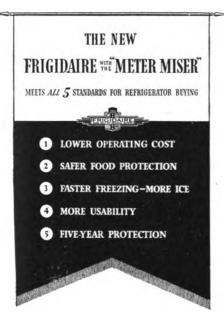




• For months Frigidaire has been waiting for this day. For months feverish excitement has been growing . . . mounting toward the day when this smashing announcement could be made. And now Frigidaire proudly displays its sensational 1936 product - the New Frigidaire with the Meter-Miser. With it, Frigidaire introduces the most powerful, the most dramatic selling program ever devised

to support a new product. The New Frigidaire is new. from stem to stern. And the plans that will help you sell more than you have ever sold before, are new plans... new methods for getting a greater share of refrigerator sales. The product, the plans, the sales program...everything... is set for the biggest year on record. Remember this slogan: "You'll Do Better with Frigidaire in '36!"

For the first time in the industry, refrigerator prospects need not be forced to make their decision on blind faith or unsup-ported claims. Frigidaire's dramatic 1936 program provides a definite basis of comparison for buying an electric refrigerator the Right Way - on its ability to meet All Five Standards for Refrigerator Buying. Meeting one standard is not enough — for complete 1936 value your customers will demand *Proof* of All Five!



18

### Buy on Proof! FRIGIDAIRE'S FIGHTING CHALLENGE

Frigidaire has wrapped up its new product in a new story - a dramatic, smashing, aggressive advertising theme! In 1936 Frigidaire says: "You Can't Beat Proof!" "Buy on Proof!" Frigidaire, and every man who sells Frigidaire will be able to give proof, visual, convincing proof, that Frigidaire meets All Five Standards for Refrigerator Buying! Here is a stirring advertising story that ties together both the advertising and the demonstration. This complete co-ordinated program is a mighty selling tool with which Frigidaire men will go to town in 1936!

With the greatest product in its history, with the most forceful selling and merchandising plans on record, Frigidaire offers you the opportunity for your biggest refrigeration year.

#### **MEET THE 1936 FRIGIDAIRE WITH** THE "METER-MISER"

Look at the spectacular New Frigidaire with the Meter-Miser! Beautiful - eye-catching beauty! Crammed with new use-in-the-home conveniences. Wider, roomier, handier than ever! But even greater than these important selling features is the fact that no refrigerator has ever performed as remarkably for so little operating cost!

Frigidaire has built right into the product itself, selling features, unusual and compelling beyond all expectations. Beside the Meter-Miser there is the Food-Safety Indicator. A newly designed, handier-to-use, sealed Steel Cabinet, Sliding Shelves, Portable Utility Shelf, Automatic Interior Light...just about everything that has definite sales appeal-and this year Frigidaire has added the vital selling tool of a Five-Year Protection Plan for every purchaser of a Frigidaire.



THIS IS THE Meter-Miser

Frigidaire's new cold-making unit cuts current cost to the bone. Quiet . . . unseen . . trouble-free. Gives more cold for much less current cost, because of outstanding design that makes necessary only three moving parts, permanently oiled, precision built and completely sealed against moisture and dirt.



The New Food-Safety Indicator

Frigidaire is now equipped with this new Food-Safety Indicator, an accurate instrument built right into the center of the food compartment, giving visible proof that the cabinet is kept at Safety-Zone Tem-perature, below 50 degrees and above 32 degree



#### The New Name-Plate is a Salesman in Itself

Frigidaire is made only by the Frigidaire Division of General Motors Corporation. Your prospects are being educated to look for this name-plate before they buy.

#### DE LUXE MODELS

from 10 to 15.1 cu. ft. capacity.

#### TWO SPECIAL MODELS

5.1 and 6.24 cu. ft. capacity.

**SELLING FEATURES** 

Meter-Miser · Food-Safety Indicator · Wider, Roomier Interior · Portable Utility Shelf · Full-Width Sliding Shelves · Automatic Interior Light · Frigidaire Hydrator · Super Freezer · Automatic Reset Defroster · Automatic Ice Tray Release · Quickube and Rubber Grid Ice Trays · "Double-Range" Cold Control · Sealed Steel Cabinet finished in Dulux or Porcelain · Touch · latch Door Opener · Exclusive "F-114" Refrigerant.

FRIGIDAIRE CORPORATION DAYTON, 0 H I O



The Hamilton Beach food mixer is loaded with features—strong selling features that can be explained and demonstrated over the counter. Check them and compare them with *any* other mixer. Then you will see why Hamilton Beach mixers *are* easier to sell.

Attractive advertisements in leading magazines — the Saturday Evening Post — Good Housekeeping — American Home — Better Homes and Gardens—Woman's Home Companion—and American Magazine—are constantly telling your customers about these Hamilton Beach features. Specially prepared Dealer Helps—window and counter displays, circulars, envelope stuffers and newspaper mats—enable you to tie up with our national advertising. This material is furnished Dealers free on request.

Hamilton Beach food mixers are distributed on our clean-cut Wholesaler-Retailer policy. We do not sell to mail-order jobbers who offer dealer's prices to consumers. All inquiries are referred to Dealers—we take no orders. We are 100% for price maintenance. This policy protects your profit on every Hamilton Beach sale. Order from your Wholesaler.

#### HAMILTON BEACH CO., Racine, Wis.

# Something really new in FENCE

UTILIZING the longest forward stride in fence protection since galvanizing was introduced, Bethanized Fence breaks completely away from former limits on fence life. Bethanizing—a new zinc coating process—vastly increases resistance to weather and provides the dealer with forceful selling points.

Bethanizing is an entirely new electrolytic process of coating wire with zinc. As compared with coatings applied by other processes the Bethanized coating is heavier, tighter, more ductile, more uniform and of higher purity. Each of these points of superiority definitely increases the lasting qualities of fence woven from the wire, as explained on the next page.

#### These Values All Work for the Dealer

Bethanized Fence is a product far ahead of anything else in its field. And there's no extra charge for this new fence. Its qualities are a powerful lever for the dealer to use in building business. With this super-fence selling at usual fence prices, he gets the jump on competition and stays ahead, because the quality of Bethanized Fence—even more evident after a few years of service than when new—will clinch old customers and win new ones.



3

# REASONS for the

### BETHANITED FENCE

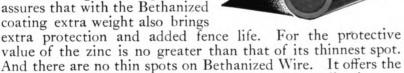
#### **FULL PROTECTION AT THE JOINTS**

The tightness and ductility combine to eliminate any possibility of either peeling or loss of coating weight from the powdering away of the zinc by the wrapping at the joints as the fence is woven. As shown in the illustration, Bethanized Wire will even stand being bent flat back on itself

Bethanized Wire will even stand being bent flat back on itself without flaking of the coating. The wire in Bethanized Fence has the protection of an impervious zinc tube—always.



The uniform thickness of the extra heavy Bethanized coating is another big advantage. This assures that with the Bethanized coating extra weight also brings



same long, stubborn resistance to the elements at all points.

#### 99.99 PER CENT PURE ZINC

The lasting qualities of zinc when exposed to the weather are to a great extent dependent upon its purity. Most of the gradual loss of zinc occurs as a result of impurities opening the way to the attack of acids formed from sulphur gases, present in the atmosphere of even remoterural districts. Pure zinc

is immune to these acids. The closer the zinc approaches absolute purity the longer it will last. Bethanizing applies to wire 99.99 per cent pure zinc—the purest ever manufactured commercially.

The freedom of the Bethanized coating from attack by sulphuric acid is shown by the test illustrated above. When Bethanized Wire is immersed in a solution of sulphuric acid (at the left in the cut) no bubbles arise from it, showing its high resistance to attack by the acid; whereas the clouds of bubbles that rise immediately from the specimen of galvanized wire of the ordinary kind, immersed beside it in the same beaker (right) show that it is vigorously attacked.

#### BETHANIZED FARM FENCE

★ Bethanized Farm Fence is of the same design as the well-known Bethlehem (Cambria) Fence which it supersedes. It is of the same tried-and proved cut-stay, hinge-joint construction, that enables it to spring back after being knocked out of shape.

Bethanized Farm Fence is made in a wide range of types and sizes to meet the various needs of users of field fence.

#### BETHANIZED CHICK FENCE

★ The superior protective coating on Bethanized Wire is of special importance on chick fence with its relatively light wires which, unless thoroughly protected from the weather, are an easy target for the attacks of rust. The Bethanized coating assures long life for even the lightest-gauge fence.

#### BETHANIZED STIFF-STAY FENCE

★ For fence users who prefer a stiffstay fence, Bethanized Stiff-Stay Fence has features that appeal to prospective buyers. Among these is the staple lock, clamping the wires securely but still permitting adjustment to uneven ground.

#### BETHANIZED LAWN FENCE

★ The lustre of the Bethanized coating is of special advantage in lawn fence where appearance is so important. Bethanized Lawn Fence is woven with the top of each picket tightly interlaced with adjoining pickets, forming what is known as the "braced-stiff" top that keeps the fence erect and straight. It is made in either single-arch or double-arch construction.

#### BETHLEHEM STEEL FENCE POSTS

Bethlehem makes a line of steel fence posts that meet every farm requirement. The Omega-U Post with rugged strength that makes it practically unbendable. The Erecto Post—inexpensive, easy to set out, neat in appearance and with exceptional strength for its weight. Punched and Self-Fastener Posts, in angle and tee sections. End, Gate and Corner Posts, in either angle or tubular types.

★ All Bethanized Fence is woven from wire made of true copper-bearing steel, containing from 0.20 to 0.30 per cent copper. The different types of Bethanized Fence are described briefly at the right. Full details are given in our fence catalog.

BETHLEHEM STEEL COMPANY
GENERAL OFFICES: BETHLEHEM, PA.

#### H AND HL HINGES

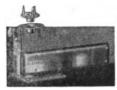
For use on doors and cupboards in residences where colonial effect is desired.



H Hinges No. 857 Plain No. 85714 Hammered

HI. Hinges No. 858 Plain No. 8584 Hammered

#### DOUBLE ACTING FLOOR HINGE



No. 155

Particularly suitable for pantry doors in residences, Will hold the door open at an angle of 90°. Ball Bearings assure long wear,

#### CABINET LATCH



No. 11241/2

Attractive hammered design especially appropriate for use on cabinets having H and HL hinges.

#### SURFACE BOLT



No. 1190

Hammered design is especially appropriate for use on doors where a colonial effect is desired.

#### COMBINATION CASEMENT and SCREEN HARDWARE



For use on single wood casements, combination hinges awing both wash and screen outward. Unique fastener locks both sash and screen.

No. 268

# Carefree DOORS WILL MAKE Carefree SALES

. . . THIS SPRING!

This year, Stanley is making home builders think of good hardware as an important part of their houses — a part that can increase their enjoyment of the homes they build.

Sell the hardware that helps to assure carefree doors and you'll reap the full benefits of this Stanley advertising. Your sales will be carefree sales—each with its fair margin of profit—each sure to make the purchaser a loyal friend of your store.

#### BUTT HINGES



No. 241

The standard hinge for medium weight interior doors of residences and apartments. Available in a wide variety of finishes to match other hardware trimmings.

#### BUTT HINGES Button Tips



No. 242

Extra clearance on inner edges of leaves allows hinge to operate without scraping the paint off the barrel. Furnished with priming coat—an excellent base for paint.

#### **OLIVE KNUCKLE HINGES**



No. BB 201

For medium weight doors. When closed only the attractive olive knuckle is visible.

# The Carpen Dank

IS Your Store
GETTING THE PROFITS
OF Carefree SALES?

To over two million people, representing every factor in building — architects, contractors, and prospective builders — 1936 Stanley advertising is taking its message in national magazines. It is offering escape from doors and windows that squeak, stick, or sag.

The new 32-page Stanley booklet, "Carefree Doors," shows your customers hardware like that on this page — items you have in your own stock. It will pay you to send for your supply of these booklets now and let your store be known as headquarters for carefree Stanley equipment.

THE STANLEY WORKS

New Britain, Conn.



#### CABINET HINGES



No. 28

For cupboards, bookcases, and cabinets. Available in a wide variety of finishes to match any other hardware.

#### FRICTION HINGES



No. 1942

For windows of cellars, garages, dairies, henneries. Holds window open in any position. Friction element is adjustable.

#### CLOSET HARDWARE



#### SCREEN HARDWARE Screen Hangers No. 1724









Couplings Nos. 15 and 16

Fastener No. 3½



or (arefree doors sell stanley hardware



#### Cash in on the Million-A-Day Advertising impressions this Month!

THINK OF IT! In March alone 16 great national magazines will carry approximately 30,000,000 advertising impressions to your customers... that's an average of nearly a million messages a day! Much of this advertising stresses the need of proper light for school children...not only in school but in their homes... wherever they read, play, or study. All of it urges customers to buy the kind of lamps

that stay brighter longer...G. E. MAZDA lamps. Cash in on the popular appeal of this tremendous advertising in March. Make it "Right Light for Young Eyes" month in your store, in your show window, and in talking with customers. Use one of the current magazine advertisements as a counter card...display it with your MAZDA lamp display. General Electric Company, Nela Park, Cleveland, O.



CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Offices

239 WEST 39TH STREET

NEW YORK, N. Y.

Vol. 137

No. 5

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This illustration shows a cross section view of the patented Dickson lead head nail—the head fully covered with lead. Such nails completely seal the holes made by the nail in laying galvanized roofing and prevent moisture from reaching the raw edges of

the metal sheet at the nail holes where the protective zinc coating is broken, and where, when hard head nails are used, rust and disintegration of the sheet always start.

Dickson Nails, without impairing their rustproof lead caps, drive directly through unpunched, lapped roofing sheets.



#### DICKSON LEAD HEAD **Fasteners**

Lead head fasteners are used when metal roofing sheets are laid directly on steel frame work.



#### DICKSON Screw Shank LEAD HEAD NAILS

This recently patented Dickson Screw Shank Lead Head Nail is the only all-over lead head nail of its kind. These nails are growing in popularity and sales are steadily increasing.

Western representatives Hughson & Merton, San Francisco, Cal. Southern representatives Louis Williams & Co., Nashville, Tenn.

Midwest representatives
A. M. Wooster Co., St. Louis, Mo.

#### A PHENOMENAL SALES RECORD

THREE years ago, Dickson Compressed Lead Head Nails already had forged to the front, leading all other types and makes in popular favor and in annual tonnage sold. This is a remarkable achievement, considering that Dickson Nails are the newest on the market. What is more, production has continued to climb.

In spite of the depression, during the last three years, distributors of Dickson Lead Head Nails have enjoyed a continued and most remarkable increase in sales-65.8% in 1933. 22.86% in 1934 and 71.2% in 1935. More galvanized sheet metal roofing is now being laid in the United States with Dickson Lead Head Nails than with all other makes of leadhead and lead-washered nails combined.

#### REASONS FOR DEALER DEMAND

The basic reason for this phenomenal sales record is simply the superior merit and much lower cost of Dickson Nailsa case of "the better mouse trap" over again. The use of better steel nails, capped with the highest grade of soft virgin lead in patented high speed automatic machines, has so improved the quality and reduced the cost over old style lead head nails that no well informed owner or builder would now consider any other means of laying a sheet metal roof.

#### Dickson's Best Known

Dickson Nails are well known as all pioneering has been done, and any dealer desiring increased sales of lead head nails has only to stock them. is why most of America's large Hardware Jobbers, large Steel Companies and Sheet Metal Roofing Fabricators maintain ample stocks of Dickson Nails and are at your service. Send for samples, descriptive literature and names of nearby sources of supply.



Actual size standard 1% in Dickson Lead Head Nails running 87 to the pound—enough to lay one square of roofing.

#### ICKSON **WEATHERPROOF NAIL COMPANY**

America's Largest Producer of Lead Head Nails

EVANSTON, ILLINOIS

# Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

#### 30 Federal Taxes—

During 1934-1935 the average American family, in the income tax-paying group, paid directly or indirectly more than thirty taxes to the Federal Government. Nearly two billion dollars were collected in so-called concealed or indirect taxes and an estimated retail price increase of 5 per cent was due to such taxes. Such are the findings reported by L. A. Tanzer, chairman of the N. Y. Merchant's Association tax committee.

#### The Nation's Wealth-

From the Clover Business Service we quote the following interesting observations: "During the past 80 years the average wage of American workmen has increased 450 per cent, while the average work-day has been reduced from 13 to 7 hours, or, roughly, 50 per cent. Only 80 years ago per capita wealth was \$307. Today per capita wealth is about \$2,222—increase of over 723 per cent. The country's accumulated wealth is divided: 24 billions in savings deposits owned by 44 million people; eight billions in building and loan associations,

owned by 10 million depositors; 91 billions in ordinary life insurance policies, owned by 33½ million people; 10 billions in industrial policies, owned by 88 million people; 20 billions in assets of life insurance companies, owned by the public; 50 billions are invested in 10½ million owned homes (not farm houses), housing 40 million people; 27 billions are invested in owned farms, operated by three million farmer-owners, housing 15 million people."

#### **Customer Relationships**

Every retail hardware store suffers the loss of business incident to the loss of an old and regular customer. Rickard & Co., New York City advertising agency, recently commented on the "lost customer" problem as follows:

"One thing an expert discovered and measured was the phases which customer relationships usually pass through, and another was the average length of time a customer's name remains on the books. First it is our 'prospect.' One day it becomes our 'new customer,' then our 'regular customer,' next our 'old customer,' and

finally our 'former customer.' The average length of this cycle is from 6 to 7 years, which means an average annual customer mortality of 15 per cent. This can imply only one thing and that is, that the average company must have an annual 'replacement' of 15 per cent, more or less, of new customers merely to hold its own. To make a ten per cent gain in the number of its customers a company must add 25 per cent of new names to his books each year."

#### Safety Slogans-

The appalling record of 36,-000 deaths due to auto accidents in 1935 is leading to drastic action by the national, state and local governments. A new industry, the manufacture and installation of speed governors, has had mushroom growth selling its product and services to the operators of large truck fleets. Local ordinances regarding speed are being studied. There is talk of speed governors on all cars. The U.S. Department of Agriculture has a staff of "Highway Economists." Being a slogan-loving country we have these two good ones: "Children should be seen and not hurt," and in taxicabs of one company, "Some cab drivers drive as though they owned the road, but our drivers are trained to drive as though they owned the car."

#### Some Good Rules—

From one of the "Highway Economists" comes the following good advice for safe auto driving:

"Both you and your car must be properly equipped and ready for the road. Inspect car regularly, especially brakes and steering gear. Discard worn tires. Keep lights properly adjusted, so they won't glare and blind other drivers. Drive to the right when meeting vehicles or where approaching vehicles may be hidden from view. Drive to the left in passing vehicles from behind. Do not pass vehicles on crest of hill or on a curve—you may find your way blocked by an approaching vehicle. Do not reduce your speed or change directions suddenly without signaling. Keep a safe, clear stopping distance ahead of you.

"The most important single cause of accidents is too much speed in the wrong place. A car traveling 40 miles an hour moves as fast as if it were falling from a four-story building. Going 30 miles an hour on the highway a car can be stopped in about 30 feet, but it takes 225 feet in which to stop it at 60 miles an hour. At a mile a minute a car moves 88 feet in a second, which means that it travels 50 feet before the driver can even push the brake pedal down."

#### Salad Bowl—

This page is being written on a train. I have just finished lunch and being on a Pennsylvania train have enjoyed "salad bowl." It is now 35 cents per person but was formerly 25 cents. I first met up with this idea on a Southern Railway train. My appreciation for a moderately priced "bit of greens," necessary for my diet on a long train ride encourages me to select Penn trains even when a competing line offers more convenient schedules. Smartly the Penn RR now offers a bottle of the French dressing used, packed with a recipe of "salad bowl." This means that many customers spend 50 cents more than originally intended. That's merchandising. As I ate my salad bowl I wondered if hardware stores couldn't take a good lesson from this phase of railroad merchandising. Surely many stores could give extra attention to glazing, key making. electric appliance repair work. service of radios, etc. In the town where I was raised, one Geo. Green fixed anything and everything. He is still alive and over 80 years. His son (nearly sixty) carries on the business of sharpening knives. ice skates, lawn mowers, etc., and of "repairing everything." Some of the local hardware stores direct their service prospects to "young Mr. Green" but they should learn

to handle this work either in their own stores or through their own stores even though Green really did the work. There is nothing so potent as a selling force than the reputation for being useful—and that means being able to fix things. Hardware stores were originally service stations for miscellaneous services and I think that most of them could resume such departments at a profit. Being known for some special and extra usefulness is worth a lot in any business.

#### Radio-

Harry Clark is one of Brooklyn's leading radio service men. He has a real organization servicing radio for his own customers and for those hardware and other radio dealers who are not equipped to handle service themselves. It is surprising to watch, as I have, frequently, the problems that face his staff of service men. People buy, at extremely low prices, an alleged five or six tube small radio set. It works for a while (particularly in the cold weather on local stations) and then there is trouble. I have seen six different makes of such sets torn apart and

learned that two or three of the five or six tubes are dummies and have nothing to do with the operation of the set. These n.g. tubes will light o.k., but have no bearing on the operation of the sets. In other words, these extra tubes are connected but add nothing to the circuit nor to the set's efficiency. There is a definite profit opportunity for hardware stores to sell radio, including the low price, small size sets, but our readers are urged to investigate carefully the real value offered in any line.

#### Convention Jokes-

An executive of a voluntary grocery chain offered two good witticisms for hardware audiences. He said hardware stores with basement sales floors should keep the r lights lit because "in the gloaming' might be very romantic but not very businesslike nor conducive to increased sales." Elsewhere in his talk to hardware men he said "You hardware men sell iron and steel (steal) whereas we grocers sell soap and lye (lie) therefore, we have something in common."

#### The Townsend Plan

The taxes required under the Townsend plan amount to nearly half the total national income, more than half of all wages and salaries, eight times as much as all dividends, and more than three times the gross cash income of all farms.

The proposed 2% transactions tax on gross agricultural income under the Townsend plan would take away a large share of the profits of the small number of farmers who have net incomes and force others to reduce their standard of living.

Under the Townsend scheme corporations would be forced to pass the 2% transactions tax to the consumer in higher prices or go out of business, because even in 1929 most corporations had no net income or net income was less than 2% of the gross.

Wage earners and salaried employees would suffer a lower standard of living under the Townsend plan because their purchasing power would decline due to higher living costs, and 2% of their earnings would be regularly taken away by the tax.

The adoption of the Townsend plan would cause a collapse of prices of all fixed-income-bearing securities and would make it impossible for the government to obtain loans at a reasonable rate of interest.

The Townsend plan would cause wholesale bankruptcies of real estate concerns and destruction of capital on which depends the security of urban real estate mortgages which in turn serve as a backing for life insurance policies, bank deposits, and other forms of savings.

The total cost of government under the Townsend plan would increase to about \$40 billion. The necessary sums would have to be obtained in the end by means of general inflation of prices and depreciation in the value of money.

The Townsend plan would drastically redistribute the national income at the expense of millions of wage earners, salaried employees, farmers, and owners of small businesses

-Summary from the National Industrial Conference Board, Inc.



# Hardware Age



# Coming the Horden Store By ROBERT W. MORRIS\*



This already attractive front is the basis of the sketches on following pages.

S used in this article, the expression luminous store front means a store front covered with more or less extensive areas of light-transmitting and light-diffusing media, such as flashed opal glass, which are illuminated from behind by incandescent lamps. This treatment, in which light is used as an architectural material, is an outgrowth of the lighting experience gained at A Century of Progress Exposition.

The sketches used in the article represent snggested modernization treatments for an actual store. Costs for these snggested alterations range from less than \$200.00 up to as much as \$3,000.00 for the double store.

ITH the upswing in business activity during 1935 and the favorable outlook for 1936, this is the psychological time to modernize. It is significant that many loans are now being advanced by the Federal Housing Administration for just this purpose. In any program of store modernization particular attention must be given to bringing the lighting up to date, for nothing

\* General Electric Co., Nela Park Engineering Dept., Cleveland, Ohio.

else that can be done to a building has a more definite effect upon its appearance and usefulness. Let us begin by considering the store

Competition is keen, and no one knows it better than the hardware dealer. All retailers realize that their competitors are not simply those other merchants who sell the same kind of merchandise. Their competitors are all the other merchants on the street, and in the town, who are making a bid for

some part of the consumer's dollar Therefore it is obviously an advantage for a store to be as conspicuous as possible, in an attractive way, and to attract more attention than any of the surrounding stores, not just more attention than the nearest store that sells the same kind of goods.

The luminous store front provides maximum attention value and is attractive. It is the outgrowth of experience gained in lighting at A Century of Progress Exposition. Extensive areas of glowing flashed opal glass, smoothly illuminated from behind by incandescent lamps, form architectural elements which cover the entire exterior of the store, up to the second floor, if there is Small stores in localities where there are few other stores and competition is not so keen as in downtown shopping districts, may be more conservatively modernized by a more sparing use of luminous elements. A lighted panel filling in the transom window or perhaps a glowing pilaster on either side of the entrance will transform an ordinary exterior into a distinctive one. A luminous store front is bound to catch the eyes of pedestrians and motorists and excite curiosity even before the show window can be seen.

The large areas of flashed opal glass, glowing by night, snow-

white by day, make excellent backgrounds against which to mount opaque letters or designs. The contrast between background and letter is very high, assuring maximum visibility. Although luminous fronts are usually treated in black and white, all sorts of color combinations are possible, and striking color effects can be produced by a designer who thoroughly understands the use of color.

#### Luminosity

Technically, luminous treatment means lighting some translucent diffusing medium such as flashed opal glass, from behind so that light is actually transmitted through the medium. Another treatment that gives an effect of luminosity consists of illuminating white or tinted opaque areas by means of channel lights that are mounted directly across or at one or more edges of the illuminated surfaces and out a few inches from them. Letters or designs. usually opaque, may be mounted on the channels so that they are seen in silhouette against the illuminated background.

In addition to whatever lettering may appear on the architectural elements, it is often desirable to have a luminous sign mounted at right angles to the building front and projecting a few feet over the sidewalk so that it may be seen from both directions on the street. Such a sign should be designed to harmonize with the store front. It may consist of a luminous area on which are mounted opaque letters, or the letters may themselves be luminous, each being faced with flashed opal glass and containing its own lamps.

The luminous wedge sign is an interesting variation of the usual luminous sign. As the name suggests, this type of sign is shaped like a wedge. When its flashed opal glass faces are placed at a proper angle to each other they may be given a brightness of satisfactory uniformity when they are lighted merely by a few lamps in a parabolic trough reflector at the base of the wedge. Either one or both faces of the wedge may be translucent. The pattern or background, or the entire element, as the case may demand, may constitute the luminous portion. This type of display has the advantage of having an appearance of lightness, neatness, and finish.

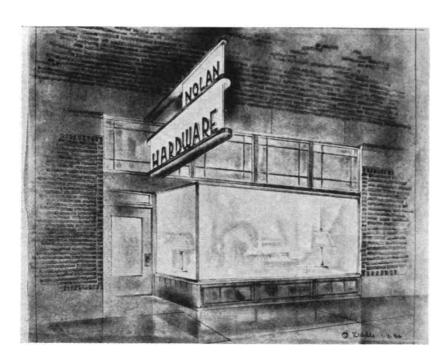
The proper brightness of luminous elements depends upon the surrounding brightnesses. In a comparatively dark district where there are no brilliant electric signs or window displays, a luminous front would be effective with a relatively low surface brightness.



Two suggested treatments of the store on page 30 are given in these architect's sketches.



Here is the first of a short series on store modernization. Stores keyed to today's competitive conditions



in terms of its appeal to the public.

We can analyze the manner in which such an appraisal of costs might be made, by taking a hypothetical case with liberally estimated costs (in practice they vary widely depending upon size, materials, finish, etc.). Suppose in a location where a conservative estimate of traffic shows about 2500 people per day (and this does not require a large town, or a high percentage of the total traffic), a merchant builds a store front similar to one of those shown in the artist's sketches, at a cost of \$500.00. It might well require 2000 watts for lighting, and the owner pays 4c. per kilowatt-hour. Then we can indicate the charges:

(Continued on page 104)

In a bright downtown district where there are many bright displays, the luminous front should be bright enough to attract attention more commandingly than competing displays.

Since the luminous front is the last word in modern architectural treatments, it is bound to give the store an appearance of progressiveness, and by unconscious association people will feel that here is a store that carries only the highest quality, most up-to-date merchandise.

So easily are people's temporary moods influenced by their surroundings, that the pleasing appearance of a well-designed luminous front helps to put customers in a cheerful frame of mind when they enter the store. A customer in a cheerful mood is more than likely to be a customer in a buying mood.

It must not be supposed that the luminous front is effective only at night. During the day when the lights are off, the large areas of smooth white, and the trim, modern lines of a well-designed front make the store stand out from its surroundings to attract the attention of all who pass. Furthermore, in the northern sections of the country, darkness comes early during the fall and winter months, and there are many dark days. This means that it is often possible to take advantage



of the drawing power of the lighted front during normal business hours.

The cost of any sort of advertising must always be appraised in the light of the results. The newspaper advertiser does not buy paper and ink—he buys circulation. In the same way, the merchant who puts his money in electrical display does not buy metal, glass, lamps, electricity, etc.—he buys circulation. The cost of a luminous front must be considered

Top of Page: An example of one of the simplest uses of light for the store front. This sign is illuminated by rows of lamps concealed in the horizontal channels. The silhouette letters are mounted on the edges of the channels and out a few inches from the flat white wooden surfaces. Such a sign has excellent visibility both by day and by night.

This front is of white stucco in which black letters are sunk. Illumination is provided by units with sections of parabolic trough reflectors set in the projecting canopy. The fact that the letters are depressed makes the shadows fall within the letters instead of below them.

## Margins Must Increase

#### -Wholesale to 40%, Retail to 60% on Cost

By J. B. PARSONS

President, Mayhew Steel Products, Inc.
Shelburne Falls, Mass.

ERETOFORE a "rule of thumb" considered a margin of not less than 33 1/3 per cent for the wholesaler and 50 per cent for the retailer (based on cost) as safe and sound. That is no longer true. Your tax for Social Security payments alone may easily exceed your average profit. And the retailer may not be as efficient as the jobber in meeting this situation. On the basis of our views, we come squarely to this summary. Wholesale margin must be increased to approximately 40 per cent on cost and dealer margin must be increased to approximately 60 per cent on cost.

I do not believe any wholesaler or any dealer can escape this same conclusion. None of us may attempt to say how it may ultimately effect the distribution of this and that item. In theory it should not disturb the logic of wholesale distribution—in practice on some commodities where margins are extremely small it may do that very thing.

On a recent trip through twenty middle western States I visited some forty of our large wholesale houses and I "passed the time of day" with a large number of hardware retailers. Without exception they were doing a better volume of business compared with the previous year, though few of them were really enthusiastic about this because of the smaller profit margin. Without excep-



JORDAN B. PARSONS

tion they asked no questions and made no comments as to price tendencies!

#### Taxes Inevitable

Taxes are as inevitable as day and night or death. They cannot be avoided nor can they be reduced under any present plan of the nation's management. They must be increased. And this means all forms of taxation, not merely Federal government demands for money which already have reached staggering proportions of the entire national income.

With such taxation as is based on profit I am not concerned in this discussion. But taxation in the form provided by the Social Security legislation is not based on profit but on practically all payments for human activity! Beginning in January, 1936, this addition to overhead expense will increase ultimately to a total of 6 per cent or more of the bulk of the entire payroll of the United States.

Let us keep in mind, as well, the fact that it will be cumulative; that is to say, the payrolls of all manufacturers providing us with supplies and materials must carry this burden. In turn it will be added to the cost of these supplies to us. To that increased cost we shall add the burden of our own taxed payroll increase.

Whether it is possible to closely calculate all these angles of increased cost I do not know. But I do know that in our situation I can see an upward tendency. We deplore this necessity and we totally disagree with the theory of higher prices bringing national salvation.

Now let's take a few definite commodities entering into our own production costs: Boxes up 12 to 25 per cent in a year; logs and lumber up from 25 to 40 per cent in six months; freight inward and freight allowances outward up 12 to 15 per cent; labels, glue, coal, insurance all higher.

In one of the paragraphs above I have referred to taxation not based on profit. I know our wholesalers all over the country represent an alert, keen, sensible classification of trade and commerce. But in the routine of daily affairs, faced with other problems of a seemingly more pressing nature, I am fearful they may not promptly enough analyze this most vital matter.

The question of price protection, or purchase ahead of a rising market is not paramount. That is a routine matter at best. But the question of margin and how this should best be handled is vital—it is the very essence of existence both to the wholesaler and the retailer.

#### How Fleck's of Jenkintown, Pa.,

#### Stimulate Interest in Tools

N the new hardware store of W. C. Fleck and Bro., Inc., in Jenkintown, Pa., the lover of tools and the mechanical-minded have not been forgotten. On the contrary, the management has made a special effort to attract and please those interested in building things.

An elaborate display of tools is segregated in a section enclosed in a low-paneled wall. The large openings serving as windows in this wall are framed in irregular saw-tooth style, giving the entire setup an unique appearance—and spelling tools better than any sign.

In this tool department are several heavy tables on which are mounted motor-operated drills, lathes, grinders and saws—band, circular and jig. All of this equipment is set up for immediate operation, a mere turn of a switch setting in motion the machine that it is desired to demonstrate. Spaced around the tables are larger machines that stand directly on the floor. These are likewise wired for instant demonstration.

On the walls of the "tool room" are arranged displays of all types of hand tools. Various kinds of sharpening stones and abrasive

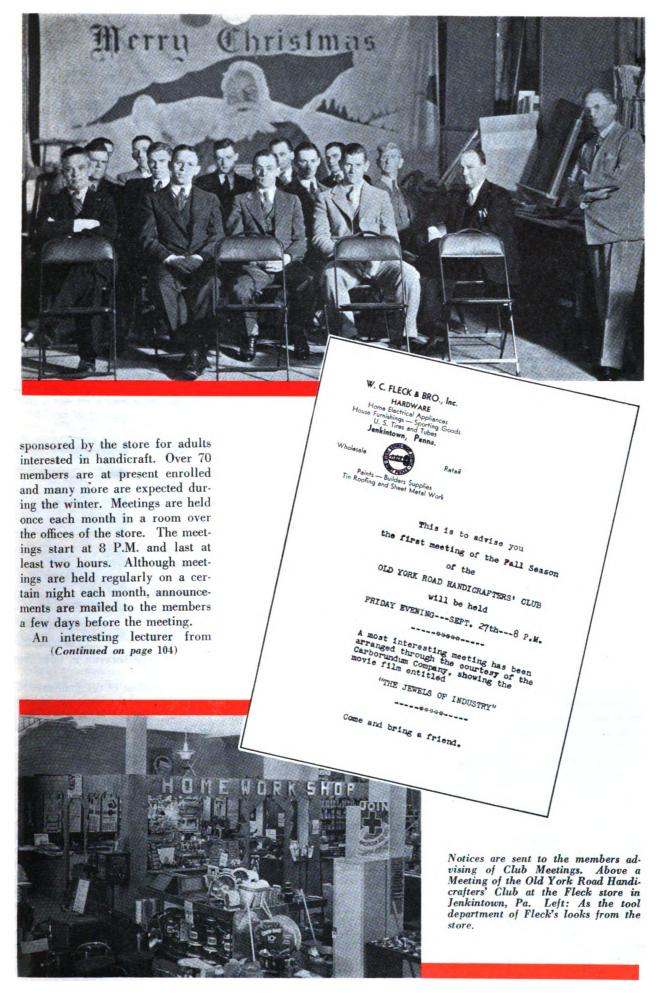
cloths are also on show. In fact, everything is there that might be needed by a wood or metal worker, be he a professional mechanic or a hobbiest.

The uniqueness of this display attracts the attention of most all customers. Those interested are urged to come in and witness operating demonstrations of the different machines. Advice and instruction is freely given to those with problems to solve.

An important adjunct to the Fleck tool department is the Old York Road Handicrafters' Club. This is an organization



All power tools in Fleck's tool department are connected and ready to be operated. View shows a closeup of the department.





### HARDWARE AGE FIFTY-YEAR CLUB



RUDOLPH TENK

RUDOLPH TENK is president of the Tenk Hardware Co., Ouincy, Ill., and has been in the hardware business since 1885 which is his entire business life. Although he tells us that his chief hobby is photography, his earliest ambition was to be an electrical engineer in which field he has experimented in his limited spare time. He has a fundamentally scientific point of view, mixed with a deep and very human emotional side which would have made him an ideal scientist. In the early days of the X-ray Mr. Tenk did considerable work in that branch.

and with his own hands built the equipment necessary to produce the current required to operate the tubes. He has made many electrical studies and has an unusually fine electrical sense. Being naturally a student he has associated socially with many medical men and has shown particular interest in the relation between psychology and medicine and their combined curative possibilities. A few years ago a leading medical journal published an article by this hardware wholesaler, offering it as an important opinion and study of a layman and urging doctor readers to give heed to his message which dealt with the importance of proper mental attitude when attempting to cure ills. Mr. Tenk follows the same practical kind of thinking and planning in his business, in his life and his public duties. He has ever held any political office but has frequently served on major civic boards. Prominent as a bank director and business man in his own community and as an active distributor of many hardware lines, this hardware executive has frequently written special articles for the hardware trade, particularly for HARDWARE AGE, and has been more often quoted for his opinions and experiences. When invited to join this club, Mr. Tenk made these simple yet eloquent comments, "I started in this business when I was 13 years old. At that time it was considered that the

best way to learn a business was to start at the bottom, so I was put to work unpacking merchandise and sweeping floors. I worked through all the positions in the stock department, then through the office, and after seven years of this training, the buying was turned over to me."

OLIVER B. SURPLESS. president, Surpless, Dunn & Co.. Inc., manufacturers' agents, 74 Murray St., New York City, and 34 N. Clinton St., Chicago, Ill... entered the hardware business in 1884, when, at the age of 14. he began working for R. K. Carter, who is said to have originated the hardware purchasing agency business. Leaving Mr. Carter in 1886, he then accepted a position with the Seymour Mfg. Co., with whom he was affiliated from 1887 to 1889. When Surpless, Dunn & Co. was organized, in 1890, he be-

came a member of the firm, and



OLIVER B. SURPLESS

since 1905 he has served as president of the company. To his host of friends in all divisions of the hardware industry Mr. Surpless is best known as "Ollie." He has always been keenly interested in welfare work, and has taken a prominent part in the hospitalization and charitable activities of Jewish, Protestant and Catholic welfare organizations, as well as in the financial campaigns of the Red Cross and the Salvation Army. He has also held many offices in political, civic and patriotic organizations. For many years. he has voiced energetic opposition to unnecessary taxation and to monopolies of any character. In recent years, he has frequently acted for hardware manufacturers and their interests on code and Institute committees. Through persistently emphasizing the importance of the sales element he has contributed much to the progress of the manufacturing division of the hardware industry. As chairman of the Ridgewood, N. J., War Memorial Committee, Mr. Surpless was largely responsible, with the assistance of the late Henry Bacon, for the War Memorial in that city. which has been widely praised. He has always been enthusiastic about athletic sports and baseball in particular. having played the game until a few years ago.

#### The Nation Takes A Shot of Dope

#### By SAUNDERS NORVELL

THE fiftieth annual banquet, golden anniversary of the Merchants and Manufacturers Association of Philadelphia, on Thursday evening, January 30, at the Bellevue-Stratford Hotel in Philadelphia, struck a high point in trade dinners. The menu with its list of the banquet committee, past presidents and gold medallists for the years 1931, '32, '33, '34 and '35, was printed on heavy cream colored paper spangled with gold. Because it was the golden anniversary gold keys, pendant from silk neck ribbons, were presented to the living past presidents and George A. Fernley, secretary of the association, for good work done. The president of the association, John S. North of North Brothers, turned the banquet over to Leslie M. Stratton of Memphis, president of the National Wholesale Hardware Association, who acted as toastmaster. Mr. Stratton had the commendable characteristic of all good toastmasters, making his remarks very brief but graceful. fitting to the occasion and to the point.

Mr. Stratton in presenting the gold keys called attention to the fact that the recipients in several cases were carrying on the businesses founded by their fathers and grandfathers before them. When George A. Fernley was called before the speakers' table by Mr. Stratton and was presented with his gold key, Mr. Stratton spoke feelingly of the long services of Mr. Fernley's father to the hardware trade, and how these services had been taken up and carried forward by his son. Mr. Stratton referred to Mr. Fernley as the worthy son of a worthy sire.

All present heartily endorsed Mr. Stratton's remarks and gave Mr. Fernley probably the greatest ovation of the evening.

Of the recipients of the Award of Merit Gold Medal from this association C. J. Whipple, A. J. Bihler, Robert H. Treman and myself were present. Frederick H. Payne, the other medallist, could not be present. He missed one of the most remarkable banquets in trade history.

#### The Speakers' Table

At the speakers' table were the following: Messrs. Charles F. Rockwell, Robert G. Thompson, John M. Miles, Joseph M. Hottel, C. J. Whipple, Fayette R. Plumb, A. J. Bihler, Paul A. Griffith, Rev. John L. Davis, Harry D. Moore, John S. North, Leslie M. Stratton, D. A. Merriman, S. Horace Disston, Rev. Andrew Mutch, D.D., E. E. Chandlee, Saunders Norvell, A. P. Van Schaick and George H. There were thirty-six other tables with about eight hardware men to a table. Therefore, if my arithmetic is correct, the total attendance at this banquet was between three and four hun-A study of the names of those sitting at the various tables indicates without question that this banquet is the outstanding annual function in the hardware business. Some of the greatest houses in the industry were represented at the tables. But notwithstanding this impressive gathering in the beautiful banquet hall of the Bellevue-Stratford, the thing that surprised the observer was the informal atmosphere. There was no effect of stiffness or undue dignity, but an atmosphere on all sides of good will, humor and good fellowship.

One of the outstanding differences between this banquet and others was that there was only one set speech and that speech was made, not by a hardware man, but by a Methodist minister, the Reverend John L. Davis, who hails from Olkahoma and is pastor of a church in Greenwich Village in New York. Mr. Davis' speech held the attention of his audience for some forty-five minutes. There was not a dull moment. He told many good stories, and these stories not only adorned a tale but pointed a moral, too. At one moment we thought Dr. Davis was about to touch upon politics but we discovered he was only telling about his experiences as a boy and young man on an Oklahoma farm. He told us how the farmers in Oklahoma go to bed at sunset and arise before dawn. Then he added that if all of his hearers would do that, they would seldom get into trouble because it had been his observation that people always got into trouble sooner or later when they went to bed after twelve o'clock and slept late in the morning. He said we would know nothing of crime waves if we could induce the population of this country to follow the rule of early to bed and early to rise. Crimes were due to late or rather early hours and to a loss of sleep.

I might inject here a remark made by George Ade on another occasion. George has just celebrated his seventieth birthday, and in a recent newspaper article tells how it feels to be seventy. He does not enjoy it. In this article he refers to a remark he once made to the effect that: "Early to

bed and early to rise—but you will not meet many prominent people."

One of Dr. Davis' remarks that almost touched on politics impressed his audience very much. He said there were only two things that would redeem this country and redeem the world, and put an end to our troubles. One of them is religion and the other is education. He added that until this fact is recognized and until the people in this country start to learn religion by first learning the golden rule and then becoming educated so they will understand the facts back of things, no matter what we do in the way of putting out one gang of self-seeking politicians and putting in another will not change conditions. In other words, whether we have the old deal or the new deal, just as long as the old dealers and the new dealers are the same old gang we will have the same old stuff.

I wish all of my readers could have heard Dr. Davis' address. I wish I had a copy of it. What I have written above is just from memory.

It has been the custom for many years at this banquet to give the guests souvenirs in the form of hardware articles. This year the committee on souvenirs outdid itself. There were so many that each guest was given a canvas duffle bag waist high in which he could carry home his plunder. I did not see a single man leave his bag behind. It was funny to see all those dignified hardware men dragging their bags to the elevators at the end of the banquet. There were samples of useful hardware from all over the country, but Philadelphia manufacturers seem to have been the most generous.

Real estate is the last thing to be adversely affected in a depression, and it is also the last to show recovery at the end of a depression. Visiting a suburban village to make a talk to the Rotary Club last week, the real estate member told me that a lot of sharks from New York were now coming out to their village and picking up real estate bargains at depression

prices. I told him this was one of the first signs that we were actually getting out of the woods.

I had to laugh at a story told by one of the gentlemen present to the effect that he had a mortgage on his home, on which he not only had to pay interest, but according to the terms of the mortgage every six months he had to pay a certain fixed sum for amortization. Notwithstanding the fact that by these payments he had cut down the mortgage to half its original size, the interest rate was just the same. He added that he had told a certain real estate dealer about the unfairness of the situation. The mortgage was certainly a better one when he had improved the property constantly, and at the same time reduced the mortgage. The real estate man told him that according to recent laws passed in New York state, if he declined to pay off the amortization charge, the holder of the mortgage could not compel him to pay such charges. The real estate man also told him as long as he paid his taxes and his interest and kept up the property the holder of the mortgage could not foreclose the mortgage. The owner did not know these things. However, armed with this information he called on the trust company holding his mortgage and arranged for a reduction of 1 per cent in the interest rate. This is just another instance of the value of education as outlined by Dr. Davis.

Have just read quite an interesting article on the bonus to be paid to the veterans of the world war. This article tells of the enormous amount to be paid and that will be paid June 15, or very soon thereafter. Then it goes on into an analysis of what past experience has shown is the way the veterans will spend their money. One of the first things they will do, and this will take about 27 per cent of the total amount paid to them, will be to settle old debts. This speaks well for the veterans. It will be a fine day for those of their families and friends who have loaned them money, when they get their money back. Then a certain percentage will pay up on their cars.

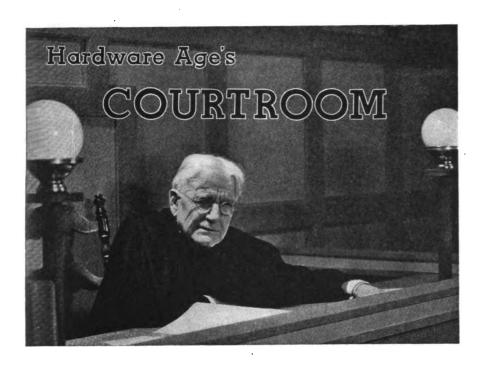
This article with all the figures would make interesting reading. But I have become weary of statistics. One thing we know, and this is certain, that all of this money, no matter how the government raises it, when it is pumped out to the public through the veterans will be like giving the United States a shot of dope, or a grand big blood transfusion. It will certainly be a grand national cocktail with a strong kick in it. Now the problem up to all of us in business is just how we can relieve some of these veterans of their cash. Let the future take care of itself!

I have been wondering if some enterprising cutlery manufacturer, for instance, will bring out souvenir pocket knives for the veterans The veteran might carry this pocket knife for years in memory of the great event that will take place so soon. Some lines of business, the most aggressive and those with imagination, will get many more of the veterans' dollars than other lines of business which will lie dormant and not make them any offers. Every hardware dealer should look over his stock, figure out just what the veterans would like and fix up a show window on June 15 in honor and celebration of the payment of the bonus. It would not be out of place to suggest to the veteran that if he owns a home he should fix it up, paint and repair it. Then a suggestion in order might be that now he has received this windfall he should make his wife a present of a new electric washing machine or one of those new-fangled refrigerators. After all, shouldn't the wives share in the bonus? Another window might be arranged to appeal to taxpayers!

Before me I have a circular from an investing concern suggesting certain businesses in which to buy stock. Standing out at the head of this list is this statement:

#### "BE READY TO PROFIT FROM A BUILDING BOOM

A building boom of substantial proportions is ahead. Our report discusses a situation of vital interest to every (Continued on page 86)



### Are the Fair Trade Laws to Fail?

By ELTON J. BUCKLEY

Counsellor-at-Law

THE plan which has rather rapidly been traveling over the United States recently, to prevent price-cutting, especially on advertised and trade-marked articles, seems to be limping rather badly.

I mean the plan of having the States pass what are called price-fixing fair trade laws. Several States have passed such acts, all modeled on the same pattern and all with the same objective. The idea is to give the manufacturer of a trade-marked article—of the type usually seized on by cutters as a loss leader—the right to contract with the dealers he sells to not to resell below a certain price.

If he sells to a jobber, he can tie the jobber up with a fixed resale price, and the jobber can also tie up the retailer he sells to, so that the price is protected from the time it leaves the producer until it reaches the consumer.

Theoretically a perfect idea, for

if it would work the cutter's occupation would just about be gone.

The States are passing the laws because Congress, though for many years asked to do it, has so far failed. However, a new bill was introduced in Congress only a week ago; it remains to be seen what its fate will be.

Among the States that have passed such laws are California, New York, Pennsylvania (where the law has been uniformly ignored), Illinois and New Jersey. The immediate result in every State passing a fair trade act has been that it was at once attacked by organizations of merchants who thought the law was an infringement upon their rights. Their idea was that they had a right to take any article they wanted to and cut the living daylights out of it. The harm this did to the manufacturers' regular business was no concern of theirs.

So far there are thirty-one suits

against these laws pending in the various States where fair trade laws have been passed. In one State, New York, such a suit has been successful and the law was declared unconstitutional.

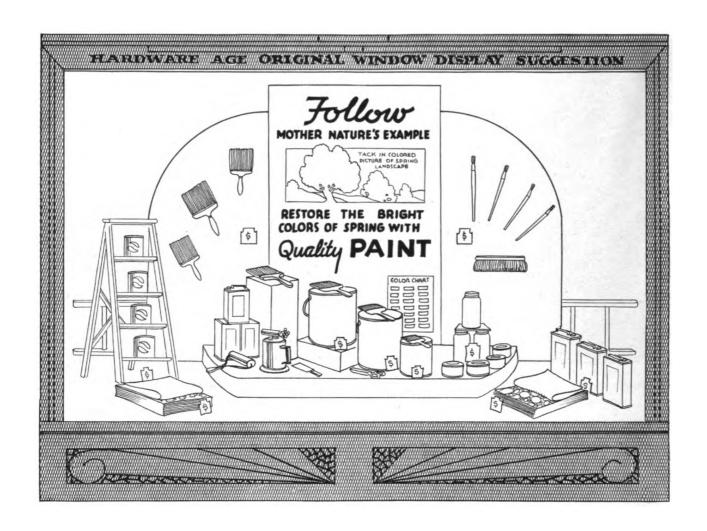
The New York act, and some of the others, contained a very remarkable provision. It was that after a manufacturer had fixed a resale price, and sold to his customers at that price, it became a sort of law of the land, and every dealer had to keep to the fixed price, even though he had not agreed to, and might not even have bought the goods from the manufacturer direct.

That always seemed to me to have no warrant of law whatever. It is hard enough to sustain a price-fixing contract between a seller and his immediate buyer, but when you try to bind an outsider with a price-fixing contract merely because some-body else has signed it, that is a miracle.

The New York court threw the fair trade law out. First because it couldn't possibly bind a dealer who had not agreed to keep to a price, and second because it put the State into the price-fixing business as to commodities not charged with a public interest.

That argument will rise to confront everybody who tries to defend a fair trade act, I am afraid. So will another one, viz.: the argument that a man who buys an article, and who owns it outright, has the constitutional right to do whatever he wants to with it—burn it, or give it away, or sell it at his own price, and when you deprive him of that right you deprive him of his property without due process of law. A right to do a thing is property in the eyes of the law.

If these attacks on State fair trade laws are to succeed, it will be a great pity because they do, as I have said, offer a way of preventing at least some of the ruthless cutting of a myriad of articles, which has bothered so many business people for so long.

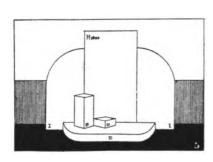


### Get on Spring's Bandwagon

HINK Spring, talk Spring and get ready for Spring windows. Showmanship is a big help in window trimming and here are some ideas that will help you put pep in your windows. C. Arthur Miller & Son, Elmira, N. Y., obtained the Clyde Beatty cutouts from his local drug store, they having been used to advertise cod liver oil. An armadillo shell and some other curios and pictures completed the suggestion of the circus

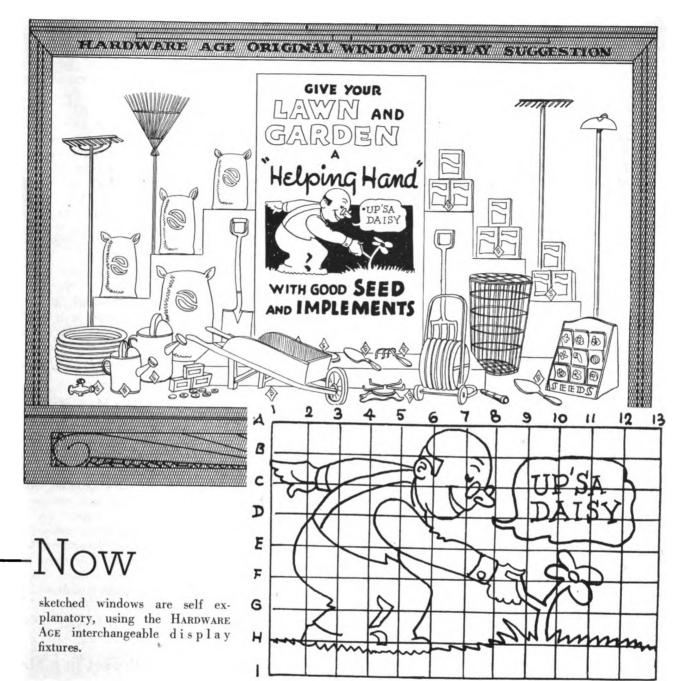
and the tie-in, "Spring brings the circus and leaky roofs" made an interesting and attractive display. Mr. Miller states that

there are many other seasons that could be similarly treated—painting time, garden time for lawn mowers, hose, etc. The other





HARDWARE AGE

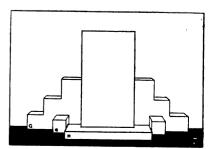




This chart makes drawing the man in the garden easy.

Left: C. Arthur Miller & Son, Elmira, N. Y., used this circus idea to impress Spring customers of the need for attention to leaky roofs.

The small cuts are the skeleton arrangements of HARDWARE AGE interchangeable display fixtures.



**FEBRUARY 27, 1936** 

### How They Like It!

### What readers say about the Hardware Age Catalog and Directory Number

#### Complete Hardware Encyclopedia

ROANOKE, VA. — We have received the "Who Makes It?" issue of HARDWARE AGE, dated Sept. 26, 1935.

This is, indeed, a very complete hardware encyclopedia and we value our copy very highly. We find it is a source of much information and very seldom a day passes without referring to it.

We congratulate you on the completeness of this publication..

E. W. Johnston, Pur. Agent, Graves - Humphreys Hardware Co.

#### **Delighted**

SYLACAUGA, ALA.—We received in first class condition our copy of "Who Makes It?" and we are delighted with it. We enjoyed



looking at the illustrations and reading the descriptive matter in the front of the book.

Enclosed please find our check for renewal of HARDWARE ACE.

J. E. WALLIS, Prop.,
Wallis Hardware Company

#### Meet the Champ

COLUMBUS, OHIO—Referring to "Who Makes It?", we wish to say that we think this is one of



the best books of its kind that we have ever seen. We find it quite useful to us.

We use it from two to three times each day and consider it really worth while.

> C. E. Hess, Beck Supply Company

#### **Very Fine**

GREENVILLE, TENN.—Your Directory received. We feel it is a very, very fine piece of information and help.

WADDELL & BIRD

#### **Consult It Frequently**

OKLAHOMA CITY, OKLA. — We acknowledge with thanks the receipt of the Directory, or "Who Makes It?"

We consult the book frequently, and we thank you very much for having sent it to us.

E. J. MILLER,

Miller-Jackson Company

#### **Helps Buying**

KNOXVILLE, TENN. — We use your Directory a great deal in making purchases. We find a good many items and names of manufacturers listed in it that we do not find in other directories.

BRUCE KEENER, JR., Vice-Pres., C. M. McClung & Company

#### **Must Have It**

LARCHMONT, N. Y.—I wish to state that your Directory called "Who Makes It?" is one of the most valuable sources of information we have to locate manufacturers of various hardware and housefurnishing items.

You are doing the independent dealers a real favor and I do not see how any progressive merchant could be without this Directory or your HARDWARE AGE magazine.

G. W. MERRELL

#### Like a Pocket in a Shirt

PHILADELPHIA, N. Y.—I wish to acknowledge receipt of "Who



Makes It?". It has proven itself a valuable asset. It is as handy as "a pocket in a shirt" and I appreciate it.

BURT TAYLOR,

E. Burt Taylor Hardware and Plumbing

HARDWARE AGE



#### **Excellent**

KINGSTON, N. Y. — We are pleased to acknowledge receipt of the Directory issue of HARDWARE AGE. We find this book most useful in looking up manufacturers whom we know only by brand name, and also when seeking sources of supply on new items.

The book reached us in fine condition and we want to thank you for an excellent publication.

R. H. HERZOG,

Herzog Hardware & Paint Co., Inc.

#### "Classy" Ads

MILWAUKEE, WIS. — Received Directory in A-1 condition. Right up to the minute. Very classy



ads on merchandise. Very complete directory of manufacturers. EARL AIKEN, Pur. Agent, Badger Pt. & Hdw. Stores, Inc.

#### Valuable Information

BRADFORD, PA. — Received' the "Who Makes It?" Directory, which we find a very helpful addition to our catalog files. We sometimes refer to it three or four times a day and consider the information so valuable that we would not want to be without it.

Wishing you every success in this service to the hardware trade, I am

Frank Mappes, Vice-Pres. and General Manager, Emery Hardware Company, Inc.

#### **Very Complete**

St. Louis, Mo.—We find the Directory very complete and it is used constantly in the Buying Department, as well as being accessible to any other department, if they desire.

W. G. YANTIS, President, Shapleigh Hardware Co.

#### Saves Hours

WESTFIELD, MASS.—Our copy of "Who Makes It?" received, and is a very valuable asset to our business, saves hours of hunting.



A very quick way of finding what you want and where it is made. We shall use it often.

F. F. SHEPARD, President, Bryan Hdwe. Co., Inc.

#### Valuable Accessory

MILWAUKEE, WIS. — We received HARDWARE ACE'S "Who Makes It?" and wish to compliment HARDWARE ACE upon this very valuable accessory for the hardware jobber's buyer.

EDWARD F. PRITZLAFF,

John Pritzlaff Hardware Co.

#### Invaluable

CAIRO, ILL.—We find the Directory invaluable in locating manufacturers of items not otherwise known and references are made almost daily to it at our office.

W. K. MADDOX, Buyer, Woodward Hardware Co., Inc.

#### Helps on New Items

WHITE PLAINS, N. Y.—We find the Directory very useful in looking up the names of people who



make certain products which are new to us, as well as items we carry in stock.

H. HECHT & SON, INC.

#### **Needed Constantly**

New Orleans, La.—Wish to acknowledge receipt of your new Directory. We have looked over this very carefully and want to congratulate you on the many improvements. We are constantly in need of such references and are quite certain it will prove beneficial to our business.

I. H. STAUFFER, President, Stauffer, Eshleman & Co.

#### **Appreciates Service**

LOGAN, OHIO.—We think your Directory is very complete and helpful. This service is appreciated.

The Carpenter Hardware Co.

#### **Many Thanks**

AMARILLO, TEXAS—We surely appreciate our copy of Buyer's



Guide. We use it every day. Many thanks.

C. M. WILLIAMS,
Williams Hardware Co.

#### **Most Valuable**

LAKE FOREST, ILL.—We have received our copy of the Directory "Who Makes It?"

In our opinion this is one of the most valuable books in our store, as hardly a day passes that we do not use it.

D. L. Wells, President, Wells & Copithorne Co.

#### Very Useful

TOLEDO, OHIO—The copy of your HARDWARE AGE Directory received and we wish to congratulate you on this fine compilation. We find it very useful in our work.

E. E. TEEGARDIN,

The Stollberg Hardware & Paint Co.

News of Retailers, Jobbers and Manufacturers and Salesmen

# NEWS

HARDWARE AGE FOR

#### VOCATIONAL TRAINING FOR CLERKS PROVIDED FOR IN PROPOSED GEORGE BILL

(By L. W. Moffett, Washington Representative, Hardware Age)

Incorporating a new section which authorizes an annual appropriation of \$1,200,000 for the development of vocational training for retail sales clerks, store operators and other distributive workers, the amended George bill was favorably reported to the Senate on Feb. 6 by the Senate Committee on Agriculture and Forestry. Senator George, of Georgia, author of the measure, will press for its passage at the present session. The bill was originally introduced at the previous session.

In its present form, the bill provides that the annual appropriation for development of vocational training for clerks in retail lines, beginning July 1, 1936, is to be matched in stated proportions by the states and territories. The federal allotment is to be made in the proportion that the total population of the states and territories bears to the total population of the United States according to the federal census last preceding the end of the fiscal year in which any such allotment is made. The money is to be used for the salaries and necessary travel expenses of teachers, supervisors, and directors of, and maintenance of teacher training in, distributive occupational subjects. Allotment to any state or territory shall not be less than a minimum of \$5000 for any fiscal year and annually thereafter \$27,000 or so much of that sum as may be needed, which shall be provided for the purpose of providing the minimum allotments.

The bill provides a total annual authorization of \$12,000,-000 beginning July 1, of the current year. It requires that the states by state or local funds match 50 per cent of the authorized appropriations until June 30, 1942; 60 per cent for the year ending June 30, 1943; 70 per cent for the year ending June 30, 1944; 80 per cent for the year ending June 30, 1945; 90 per cent for the year ending June 30, 1946 and annually thereafter 100 per cent of the appropriation.

This means that under the retail section, the total appropriation if all states met the matching requirement, would be \$1,-800,000 annually until 1942, inasmuch as up until that time they would have to contribute \$600,000 or 50 per cent of the federal total each year. The progressive increased matching percentages would mean an annual appropriation for the retail trades of \$2,400,000 after the fiscal year ending June 30, 1946, when state appropriations would be required to equal federal appropriations.

Allocation of the federal appropriations would be made so as to divide the appropriations into three parts, one for training in agricultural subjects, another for training in home economic subjects and the third for training in trade and industrial subjects. Money for training in agricultural subjects would be allotted in the proportion that

the farm population of states bears to the total farm population of the United States. Allotments for home economics would be made in the proportion that the rural population of the states bears to the total rural population. Those for trades and industrial subjects would be made in the proportion that the nonfarm population of the states bears to the total nonfarm population of the United States.

The bill also authorizes an annual appropriation of \$1,000,-000 for the purpose of cooperating with the states and territories in preparing teachers, supervisors and directors of agricultural, trade and industrial and home-economic subjects. The appropriation would be alloted to the states in the proportion their population bears to the total population of the United States.

Further provision is made for an annual appropriation of \$175,-000 to the Office of Education, Department of Interior, for carrying out provisions of the act.

#### PARK AGAIN HEADS PHILADELPHIA ASSN.

George R. Park, Jr., of Wayne, Pa., was reelected president of the Retail Hardware Association of Philadelphia at its monthly meeting at Stouffers', 1526 Chestnut St. Other officers elected were: vice-presidents, Ellwood C. Fisher, Herbert Weber, William Killian: treasurer. Charles D. Huff; and secretary, William F. Brown.

The association will send a delegation to the annual convention and hardware show of PASHA, Baltimore, Feb. 24 to

Harvey A. Aungst, vice-president of the Philadelphia Real Estate Board, urged the hardware men to cooperate in the National Home Show to be held here shortly, declaring that the Federal Housing program means perhaps more to the retail hardware dealer than to most other merchants.

#### MILLERS FALLS CO. INTRODUCES ADDITIONS TO LINE AT THREE-DAY SALES CONVENTION

Millers Falls Co., Greenfield, Mass., manufacturer of tools, held a successful three-day sales convention in the early part of January. The main purpose of the convention was to improve the line in construction and quality. For this purpose each item in the catalog was gone over and the possibilities in connection with each detail were discussed.

The salesmen received several campaigns for the spring. These

broadside which was mailed to the trade with a letter from George U. Hatch, vice-president of Millers Falls.

Those attending the banquet, held in connection with the convention, were: Top row (left to right) Philip Rogers, president; Messrs. Choate, Dykes, Shaw, Creller, George U. Hatch, vicepresident, Anderson, Duncan, King, and Jung.

Second row: Messrs. Wilcox,

new items are illustrated in a | Haserodt, Lynde, Parsons, Alexander, Fraser, Avison, Crawford, Bracken, Earl Holtby, treasurer, Pratt, Rupert, Moretti, and Brown.

Third row: Messrs. Shortell, Shay, Churchill, Saunders, Robinson, W. J. Parsons, Harner, Knowles, Jr., Hardie, and Knowles, Sr.

Bottom row: Messrs. Otto. Judy, Fenn, John Smead, vice-president, Taylor, Ackerman, Williams, Heath, and Swain.



# THE TRADE

T BECOMES PART OF THE COMMON KNOWLEDGE OF THE WARDWARE TRADE THROUGHOUT THE COUNTRY WHEN PUBLISHED IN HARDWARE AGE

**FEBRUARY 27, 1936** 

#### W. W. FRENCH HEADS MOORE-HANDLEY CO.

W. W. French was elected president of the Moore-Handley Hardware Co., Birmingham, Ala., at a recent meeting of the



W. W. FRENCH

stockholders. Mr. French has been associated with the firm for more than 40 years. He succeeds the late J. D. Moore. Other officers of the firm are C. C. Blackwell, vice-president, and J. G. Holland, secretary-treasurer.

#### TOWNLEY ADDRESSES NORTH JERSEY MEETING

M. T. Townley of the Gilbert & Bennett Mfg. Co., Blue Island, Ill., addressed the Feb. 11 meeting of the North Jersey Hardware and Supply Association at East Orange, N. J., pre-sided over by president George Force. He enumerated the three weights of screen wires on the market and told of the imported hardware cloths in this country. He also spoke about the manufacture of good wire and explained how the hardware man can hope to outsell cheap competition by an intelligent knowledge of his quality merchandise. Mr. Townley answered questions put to him by those present and disclosed wires best suited for different types of jobs.

Mr. Weish of the Gulf Refining Co., Pittsburgh, Pa., discussed his firm's products such as insecticide and motor oil in small household cans. He told of the many Gulf dealer helps being offered to the retailer.

A taxation committee was ap-

SALES MEETING AND BANQUET OF FRANK BOWNES CO., CHELSEA, MASS.



pointed by the association to study tax problems and make reports at future meetings. H. H. Ludwig, Demerest Romaine and Louis Schelling compose the committee. Mr. Ludwig promised to inform the members as to how hardware dealers can avoid paying the tax imposed on naphtha, at the next meeting.

#### JUBILEE LAMP



Frederick Schwartz (left) vicepresident, Artistic Lamp Mfg. Co., 395 4th Ave., New York City, presents A. W. Robertson, chairman of the board, Westinghouse Electric & Mfg. Co., Mansfield, Ohio, with a special 24-K gold and Brazilian Onyx lamp in commemoration of the Westinghouse Golden Jubilee. Walter Cary (center), president of the Westinghouse Lamp and Bryant Electric Co.'s, points to the luminous bowl of beetleware, marking the first use of this material in a certified lamp. A banquet concluded the two-day sales meeting of the Frank Bownes Co., paint manufacturer of Chelsea, Mass. Frank Bownes, in his welcoming address on the opening day, complimented the men on the sales volume obtained during the last year and pointed out that a larger increase in the consumption of paint and varnish products was indicated for the coming year. J. M. Marsh, director of sales, spoke on the salesmen's obligations and objections. M. J. Baker, credit manager, discussed the salesmen's importance in the matter of credits. The second day was given over largely to the advertising campaign for Modene, the brand name of the company's leading line. L. W. Ellis, advertising manager, exhibited the new promotional features which, in addition to newspaper advertising, include direct mail and new, colorful window and store displays.

#### BETHLEHEM TO EXHIBIT AT HOWE. EXPOSITION

At the exposition of the Pennsylvania and Atlantic Seaboard Hardware Association which will be held in the 5th Regiment Armory, Baltimore, Md., Feb. 24 to 28, the Bethlehem Steel Co., Bethlehem, Pa., will have representative products on display in a space corresponding to Nos. 613 and 614 on the armory floor plan.

Representatives who plan to be in attendance during the exposition are: from Bethlehem office, F. R. Brody, R. E. Sharp, P. J. Treacy; Wilkes-Barre office, S. Y. Slocum; York office, E. A. Mercner; Philadelphia office, A. D. Wade; Baltimore office, V. A. Jevon, J. A. Davis, J. A. Maguire, J. B. Coster, R. L. Willey, F. J. Dunn; and R. Branscom, advertising department of the Bethlehem office.

#### 250 ATTEND LEE HARDWARE EXHIBIT

Approximately 250 farmers and representatives of many the leading hardware and sup course in power farming at the Lee Hardware store, Decatur,

Ind., Jan. 31. The course was planned and supervised by John Deere & Co., Moline, Ill., with the members of the hardware store in charge.

Two talking picture features were shown, explaining to the farmers the practicability of the modern tractor and other motor powered farm machinery. The pictures pointed out the use of the new motor equipment, as well as the care of the old machines now in use on the farms.

#### 2,000 VISIT CANTON MILL SUPPLY CLINIC

Approximately 2000 persons from Stark and nearby counties in Ohio attended a mill supply clinic sponsored for manufacturers by the Canton Hardware Co., Canton, Ohio, at its supply houses, Feb. 14 and 15. As the exhibit was not open to the general public, tickets were mailed to those interested. More than 40 manufacturers exhibited in interesting and unusual booths and representatives of many of the leading hardware and supply houses of the country were in attendance during both days.



#### CORBIN CABINET LOCK APPOINTS SUNDVAHL

Effective Feb. 1, R. A. Sundyahl, well known to the hardware trade in the Middle West, was appointed manager of the Chicago office and territory for the Corbin Cabinet Lock Co., New Britain, Conn., in conjunc-



R, A. SUNDVAHL

tion with the Corbin Screw Co. Mr. Sundvahl has been Chicago manager of the latter company for the past 20 years. His territory, which heretofore has included Michigan, Indiana, Kentucky and the section west of the Mississippi to Colorado and Wyoming and from Texas to the Canadian border, has been further expanded to include Colorado and Wyoming.

#### TAYLOR RESIGNS FROM CORBIN CABINET LOCK

Harrison L. Taylor, after 20 years of association with the Corbin Cabinet Lock Co., New Britain, Conn., has resigned his position. Mr. Taylor started as an office-boy and has been New York manager and also director of export sales for the last aix years. He has no definite plans for the future. He resides at 622 Prospect St., Westfield, N. J.

#### GASKELL REPRESENTS MODINE IN MEMPHIS

Modine Mfg. Co., Racine, Wis,, manufacturer of unit heaters, copper radiation, unit coolers, and heat transfer equipment, has appointed Charles J. Gaskell as its representative in Memphis, Tenn. He will cover the western part of Tennessee, the northern part of Mississippi and the eastern part of Arkansas. His headquarters are in the Falls Bldg., Memphis.

Mr. Gaskell is a graduate of the University of Wisconsin Engineering School. His previous experience consists of fect, this firm believes that con-

seven years as plant engineer for the Bemis Cotton Mill, Bemis, Tenn., five years as superintendent of construction with the Johns-Manville Co. in St. Louis and 12 years as a sales engineer in Memphis.

#### JORGENSON, SPECIAL REP. FOR KEYSTONE

L. F. Jorgenson has been appointed special representative to the manufacturing trade, for wire and nails, by the Keystone Steel & Wire Co., Peoria, Ill. His headquarters will be in Cincinnati.



L. F. JORGENSON

Mr. Jorgenson formerly represented Keystone as retail salesman and also worked in the mills during the war. It is felt that his background and experience fit him for his new position.

#### HANSON HEADS WIS. SHEET METAL ASSN.

Plamer Hanson, of La Crosse, Wis., was elected president of the Wisconsin Sheet Metal Contractors Association at its annual convention, Feb. 4 and 5 at the Republican Hotel, Milwaukee. Other officers elected were: vice-presidents, Robert Gehrke, Shawano, H. H. Peters, and Walter Marth of Milwaukee, Fred Wagner and Robert Behm of Kenosha; Alfred C. Goethal, Milwaukee, treasurer; Paul L. Biersach, Milwaukee, secretary; and Frank Kramer, Milwaukee, sargent-at-arms.

#### MFRS.' AGENT SEEKS LINES FOR CANADA

Harry F. Moulden & Son, manufacturers' agent at 171 Market St., Winnipeg, Canada, is interested in hearing from manufacturers desiring representation of their lines in Canada. With the new trade agreement between the United States and Canada in effect, this firm believes that confect, this firm believes that con-

ditions for the importation of hardware and allied lines are particularly favorable.

#### DISCUSS LAMP SALES AT ESSEX ASSN. MEETING

Publicity manager S. Litscher of the Advertising Service Department, General Electric Co., addressed 50 interested members of the Essex County Retail Hardware Association on "Sales Promotion of Lamps" at the group's meeting, Feb. 13, Kreugers Auditorium, Newark, N. J. President Theodore Yecies presided. Other guests were the New Jersey sales representative and L. F. Flannery, lamp manager of the General Electric Supply Corp.

#### ZIEGELMEYER HEADS HUEY & PHILP HARDWARE

J. E. Ziegelmeyer was elected president of the Huey & Philp Hardware Co., Dallas, Tex., at a recent meeting of the board of directors. Mr. Ziegelmeyer succeeded J. S. North, who resigned Jan. 1.



J. E. ZIEGELMEYER

George Roseberg, Raymond A. Slack, Lewis McMahan, and Paul H. Speaker were elected vice-presidents; Alvin H. Lane, secretary and general counsel; A. V. Lane, treasurer; John W. Philp, executive committee chairman; Dr. R. A. Trumbull, executive committee secretary; and M. D. Akard, director.

Officials of the firm issued the following statement: "The Huey & Philp Hardware Co. is discontinuing its contract builders' hardware department, but in the future will distribute builders' hardware along with other hardware lines through wholesale channels only." Mr. Ziegelmeyer said the firm discontinued its retail business several years ago and "now has no financial interest in any retail store."

#### L. W. DIAMOND FORMS THE PIERPONT MFG. CO.

Leon W. Diamond, founder and former president of the Sheffield Bronze Powder & Stencil Co., Cleveland, has organized The Pierpont Mfg. Co., 1740 E. 12th St., Cleveland, of which he is president. The formation of



LEON W. DIAMOND

this new company marks Mr. Diamond's return to the hardware field with the development of a patented faucet washer, featuring "three point compression." Mr. Diamond has also introduced new merchandising ideas to the Tip-Top Washer, which, we are informed, has been favorably received by dealers and wholesalers. His firm's policy will be to further its sales through wholesalers.

#### KAHN CHICAGO DISTRICT MGR. OF G-E SUPPLY

A. H. Kahn, formerly Pacific Coast operating manager of the G-E Supply Corporation, San Francisco, was made district manager of the G-E Supply Corp., Chicago. Mr. Kahn was for years connected with the Pacific States Electric Co., San Francisco, prior to its consolidation when it became the western region portion of the G-E Supply Corp. He began his career as an office boy and successively became stock clerk, salesman, purchasing agent, service manager and operating manager. In that position he was in charge of the layout and plans and supervision of the offices and warehouses of the corporation on the Coast.

#### FRIGIDAIRE HOLDS CONVENTION IN N. Y.

Frigidaire Corp., Dayton, Ohio, held its annual convention and show at the Hotel Astor, New York City, Feb. 19. The show began at 9.30 a. m., and the program included a luncheon at 12.30.

#### A. J. WOODLAND, NOW MANUFACTURERS' AGENT

A. J. Woodland, 150 Montrose Place, St. Paul, Minn., for the past 12 years representative of the Cutlery Division, Remington Arms Co., in the Northwest territory, has resigned that position to enter into partner-



A. J. WOODLAND

ship with George R. Olson as manufacturers agents. 'Mr. Olson represents the following lines in the Northwest: Imperial Knife Co., Providence, R. I.; Acme Shear Co., Bridgeport, Conn.; Clyde Cutlery Co., Clyde, Ohio; Windsor Mfg. Co., Orange, N. J.; and Royal Silver Mfg. Co., Norfolk, Va.

Mr. Woodland's first business experience was as a stock boy in the cutlery department of Farwell, Ozmun, Kirk & Co., St. Paul, Minn. He later traveled for that firm for 17 years in the Northwest. In 1923 he became associated with Remington as representative in the same territory, remaining in that position until his recent affiliation with Mr. Olson.

As a result of his many years on the road, Mr. Woodland has gained much experience with cutlery and has made many valuable contacts with dealers and wholesalers.

#### **UNIVERSAL COOLER** NAMES 3 SALES MGRS.

The Universal Cooler Corp., Detroit, through H. E. Markland, domestic sales manager, has announced the appointment of three regional sales managers, who have had years of experience in household refrigeration sales over the entire country-H. F. MacGrath, as eastern regional sales manager, operating in New York; H. A. D'Arcy, central regional sales manager, whose base is Chicago; and L. V. Ryan, southern regional sales manager.

In addition to the recent appointments by Mr. Markland, F. sal Cooler Corp., has announced | the filling of the post of director of advertising by George Moister, who formerly held similar positions with Kelvinator and Westinghouse. Mr. Moister brings to Universal Cooler a long and broad experience in refrigeration, having entered the field in 1923 as a Kelvinator retail salesman in Chicago. In the capacity of regional or branch manager he has covered every section of the United States in the period of the last 12 years.

#### **JOHNSON MOTOR ELECTS BOARD AND OFFICERS**

At the annual stockholders meeting of Johnson Motor Co., Waukegan, Ill., Feb. 13, the following were elected to the board of directors: Stephen F. Briggs, Detroit; T. E. Murphy, New York; J. E. Otis, Chicago; E. F. McDonald, Jr., Chicago; and J. G. Rayniak, C. P. Rossberg and P. A. Tanner, all of Waukegan.

The board then elected the following officers: S. F. Briggs, president; C. P. Rossberg, secretary and treasurer; H. M. Fisher, assistant secretary; J. G. Rayniak, vice-president in charge of manufacturing; E. H. Millet, vice-president in charge of refrigeration and export sales; P. A. Tanner, vice-president in charge of domestic sales of outboard motors and industrial engines. It was reported that all indications point to a very satisfactory increase in volume over the past year.

#### KAUFMAN ELECTED V.-PRESIDENT OF HIBBARD SPENCER, BARTLETT. TRUSDELL IS SECRETARY

Frank B. Kaufman and R. V. Trusdell were elected vice-president and secretary, respectively, of Hibbard, Spencer, Bartlett & Co., wholesale hardware firm of Chicago. Mr. Kaufman started in the hardware business with the Frank Price Mercantile Co., Mount Pleasant, in 1905, and came to Hibbard, Spencer, Bartlett & Co. on Jan. 16, 1906. After three years, Mr. Kaufman was assigned to a territory in northwestern Illinois. From 1932 until his recent election he served as sales manager.

Mr. Trusdell went directly from school into the wholesale hardware business. After 10 years with the Simmons Hardware Co., St. Louis, he entered the employ of Hibbard's in 1908 as buyer in the tool department. In recent years he has been manager of the buying division



FRANK B. KAUFMAN

of staple goods and heavy hard-

Both Mr. Kaufman and Mr. Trusdell were elected to the company's board of directors in Jan., 1934.

#### REPUBLIC MAKES SALES APPOINTMENTS

Charles W. East has been appointed district sales manager of Republic Steel Corp., at Houston, Tex., succeeding Robert E. Lanier. Mr. East was formerly assistant manager of sales in Republic's Pipe Division.

R. H. Sonneborn has been appointed special sales representative of the Tubular Division, with headquarters in the Republic Bldg., Cleveland. Mr. Sonneborn upon graduation from the University of Michigan became associated with the Colorado Fuel and Iron Co. Previous to his recent appointment he had ten years of experience with Youngstown Sheet and Tube Co. in the Detroit area.

#### 100 SALESMEN ATTEND CONFERENCE IN NEWARK

More than 100 salesmen attended the annual three-day sales conference held by the Federal Hardware and Implement Mutuals and the Hardware Mutual Casualty Co., Feb. 6 to 8, at the Hotel Douglas, Newark, N. J. Principal speakers were the chairman, E. C. Seiffert, who presided; Roger A. Bouscher, manager of the Mutuals, and M. W. Stockton, assistant manager of the Federal organizations. The conference ended with a dinner meeting.

#### MANUFACTURERS SHOULD NOT PAY DISTRIBUTORS' CATALOG COSTS, SAYS A. S. & M. A.

On January 15, 1935, the American Supply & Machinery Manufacturers' Association went on record in opposition to various forms of "waste in advertising" specifically such items as sharing part of the costs of distributors' catalogs. The text of the resolution adopted by this body reads as follows:

"Whereas, There are in the whole scheme of distribution many elements of economic waste, prominent among which is waste in advertising;

"Resolved, That we express the hope that our friends, the industrial distributors, will refrain from sponsoring any activities in local or anniversary advertising which may directly or indirectly involve any request to manufacturers to join in such undertakings;

"Whereas, This Association believes that the cost of publishing a distributor's catalogue is an to the distributor's cost of conducting his business, and

"Whereas, The manufacturer will loan eletrotypes and supply correct information for catalogue compilation, and

"Whereas, The supplying of large quantities of catalogue pages by a manufacturer, sufficient to assemble a distributor's catalogue, transfers a burden of expense from the distributor to the manufacturer, and

"Whereas, Any deviation or exceptions create discrimination and unfair trade practices. Be it therefore

"Resolved, That we recommend to our members that all such requests for contributions to the expense of publishing distributors' catalogues be declined."

This parallels in spirit and principle the resolution of the American Hardware Manufacturers' Association reaffirmed in

#### FARON TO MANAGE NEW HAVEN OFFICE FOR G-E

F. A. Faron has been appointed manager of the New Haven, Conn., office of the General Electric Co. Mr. Faron upon graduation from Rhode Island State College in 1916 entered the testing department of General Electric at Schenectady. In 1918 he was assigned to special work in the direct-current engineering department, and in 1923 became associated with the railway engineering department. In 1927 Mr. Faron was transferred to the New Haven office of the company, in charge of the S. McNeal, president of Univer- expense item directly chargeable Atlantic City, N. J., last October. | transportation department there.



#### **OUTLINE 1936 PLANS** FOR VALSPAR PRODUCTS

Following successful regional sales meeting at the Hotel New Yorker, New York City, and at the Civic Opera Bldg., Chicago, Valentine & Co., 386 4th Ave., New York City, maker of Valspar paints, varnishes and enamels, announced merchandising and advertising plane for 1936. The meetings were attended by Thurlow J. Campbell, president; Frank P. Connelly, vice-president and general sales manager; and George Bralla, secretary and tressurer.

The New York and New England sales divisions not only took part in a meeting at the Hotel New Yorker which was addressed by the above company executives, but also heard the firm's 1936 program outlined by various departmental managers and by specialists in merchandising and advertising fields. As part of the meeting the group visited the company's laboratories in Brooklyn and inspected its research and manufacturing facilities.

"We look for 1936 to be one of the outstanding years in our business, which was established in 1832," officials of the firm said. "We have completed just recently a comprehensive survey of the paint industry and have formulated a sales plan for 1936 which is based on this study and which is designed to meet, in an unusual way, the demands of paint dealers throughout the country. Our line is complete in every respect and is backed not only by our years of experience in this industry, but by a progressive management and a laboratory and technical staff which is continually conducting research and tests to keep our products in the forefront in the industry."

The company has developed for 1936 many new and attractive displays, color charts and other advertising features, among which are a new counter book, a giant neon outdoor electric sign, new large window centerpiece and various pieces of promotional literature.

#### AUBURN HDWE, LEASES ADDITIONAL SPACE

The Auburn Hardware, Auburn, Indiana, retail and wholesale, has leased part of the factory building of the Auburn Burner Bldg., on North Indiana Ave., which will be used for the wholesale department. This lease provides the firm with 17,-600 square feet of additional floor space. The firm's entire

wholesale business will be carried on from this location. The wholesale department has been segregated from the retail department, although the retail store will be maintained on South Main St.

#### MINING & MFG. FIRM BUYS DETROIT PLANT

The Minnesota Mining and Manufacturing Co., St. Paul, Minn., has purchased three acres of ground and buildings in the industrial center of Detroit. The buildings, providing 322,000 square feet of floor space were formerly occupied by the Studebaker Corp.

The growth of the business has necessitated this additional space, and as soon as the buildings have been made ready, certain departments will be moved there. Operations in St. Paul will not be curtailed in any way and the firm's headquarters will remain there. The purchase of the new plant will provide expansion for a number of new products now being developed.

#### CREATE GENERAL WILD-LIFE FEDERATION

The primary achievement of the North American Wildlife Conference held at Washington, Feb. 3 to 7, was the creation of the General Wild-life Federation which will coordinate the efforts and policies of those vitally interested in or dependent upon the nation's wildlife resources which are estimated to represent an annual value of approximately \$1,000,000,000.

The Conference, which included representatives from Canada and Mexico, had a threefold purpose: the organization of a general federation; the development of a North American program for the advancement of wildlife restoration and conservation; and the presentation of information which would help solve mutual problems.

Jay N. (Ding) Darling was unanimously elected acting president of the Federation. The three temporary vice-presidents elected were: former Senator F. C. Walcott of Connecticut for the East; I. T. Quinn of Alabama for the South and Central regions; and Wm. L. Finley of Oregon for the West.

A tentative constitution, providing for an organization based on local representation, was endorsed, subject to revision or change when a permanent organization is completed. Under its provisions civic clubs, schools, women's clubs, agricultural or-ganizations and other associa-Co. of St. Louis, Mo.

tions interested in wild-life conservation will name delegates from county units; the county units will elect state delegates. one from each state to be a member of the Federation. The states will be grouped into 13 regions; one delegate from each region will be named to the board of directors, with six other directors to be selected at large at the annual meetings of the Federstion

#### **DETROIT REX MOVES EASTERN SALES OFFICE**

The Detroit Rex Products Co., 13005 Hillview Ave., Detroit, manufacturer of Detrex solvent degreasers, Triad and Perma-A-Clor non-inflammable solvents, and a complete line of Triad Alkali cleaning compounds and enamel strippers, has moved its eastern sales region offices to room 816 Bush Terminal Sales Bldg., 130 W. 42nd St., New York City.

This region, under the supervision of D. E. Williard, eastern sales manager, consists of the New England States, the southeast corner of New York state. eastern half of Pennsylvania, New Jersey, Delaware and eastern Maryland. The various representatives covering this territory will work out of Boston, New Haven, New York City and Philadelphia.

By this division of the territory, we are informed, the company is better able to service its accounts and render a consulting service on metal cleaning to the finishing industries. This arrangement is in line with the recent general expansion of the company's sales and engineering forces, and additions to its line of solvent degreasing machines.

#### RENOWN STOVE CO. MAKES APPOINTMENTS

The Renown Stove Co., 1000 W. Exchange St., Owosso, Mich., has appointed J. F. Darling as district territory manager with headquarters at Indianapolis, Ind., to have charge of the central and southern Indiana and Illinois territory. T. C. Thompson who formerly covered this territory will continue to maintain headquarters at Elkhart but will supervise northern Indiana, northern Illinois and southern Michigan. Mr. Darling, for many years was connected with the Round Oak Co.

Leo H. Judge of Cleveland has been appointed territory manager for the eastern Ohio district with headquarters in Cleveland. Mr. Judge was formerly with the Buck Stove and Range

#### CINCINNATI GROUP CHANGES NAME

At the Jan. 6th meeting of the Independent Hardware Stores, Cincinnati, Ohio, it was decided to change the name of the organization to the Keystone Hardware Stores, Inc. Forty members attended the meeting at the Times-Star Bldg., which was presided over by president Howard Zimmerman of the Raber Hdwe. Co., 4029 Eastern Ave.

Other officers elected were: Henry Austing, Duwel Hdwe. Co.. 2151 W. 8th St., vice-president; Joseph Kohstall, Kohstall Hdwe. Co., 5829 Vine St., Elmwood, treasurer; Stanley Schneider, Schneider Hdwe. Co., 2018 Harrison Ave., Cincinnati, secretary.

The new advertising program and methods of operating the organization during 1936 were discussed. Mr. Bluestein of The Leader Hardware, Norwood, announced a method of handling the bulletin board and exchange department.

#### FRANKLIN RESEARCH CO. **BUYS CHEMICAL FIRM**

The Franklin Research Co., Philadelphia, manufacturer of Rubber-Gloss Wax, has purchased from the Innis Spieden Co., New York City, its subsidiary, the Wilbur White Chemical Co. of Owego, N. Y. The latter firm has for the past nine years done research work in the field of water emulsion waxes developing and perfecting wax films as used for floors-factory finish coatings and other industrial requirements pertaining primarily to the rubber, leather, nursery and paper industry.

The Franklin Research Co. will continue to operate the Wilbur White Chemical Co. as a division of Franklin and has retained W. A. Bridgeman, formerly president of the chemical firm as managing head of an industrial department which will undertake the further development and sale of special water emulsion formulas for specific industrial uses.

#### OFFERS REWARD FOR CAPTURE OF THIEVES

This notice is to advise the trade that a .22 Cal. Remington Automatic Rifle, Model 241, bearing number 5615 was stolen from the Cash Hardware Co. store, Clay Center, Kan. A reward is offered by the National Anti-Crime Association of Topeka, Kan., for information leading to the apprehension of the guilty party or assistance in their

#### ALABASTINE CO. HOLDS 3-DAY SALES MEETING

Representatives of the Alabastine Co., Grand Rapids, Mich., came from all parts of the United States to participate in a three-day sales conference at the firm's general offices there, from Feb. 3 to 5. The conference was called to discuss plans, ways and means to secure national distribution for the new line of oil paints, enamels, varnish and matched brushes, recently announced by the company.

Talks were made by John C. Corcoran, treasurer and general manager, and W. H. Hall, director of sales. Technical details of the new line were explained by Harry N. Jones, production superintendent.

The new line of oil paints, enamels and varnish was enthusiastically received by the sales representatives. A new Outside White, developed by Mr. Jones, was the subject of special comment, as were the colorful new labels.

The advertising and merchandising program for the new line was discussed at length and warmly endorsed by the salesmen. The proposed program, in effect, seeks to give each and every Alabastine distributor the services of an advertising department in his own store, with the Alabastine Company defraying the expense.

"Alabastine's record of territorial protection over a period of more than half a century, is undoubtedly an important factor in explaining the many inquiries we have received to date," said Mr. Corcoran. "Our conference was highly successful, and I am confident, as are our salesmen, that broad national distribution can be assured for the new line during the current year."

#### SESSIONS CLOCK NAMES WESTERN SALES MGR.

E. C. Delmar has been appointed Western sales manager for the Sessions Clock Co., Forestville, Conn., with head-quarters in the Merchandise Mart, Chicago.

Mr. Delmar was with the Seth Thomas Clock Co. for more than 25 years, retiring in 1931. In 1935 he reentered business and spent a year acquainting himself with changes and sales conditions, preparatory to assuming his new post. Mr. Delmar announced that Glen H. Miller, also a former Seth Thomas man, will handle the Southern territory for Sessions, while Arthur Frank will represent the company in the Western section.

#### Price Filing Alone Not Sufficient

#### To Secure Effective Price Control, Says Report

By L. W. Moffett, Washington Representative Hardware Age

Frequent demands for supplementary controls over costs, production, resale prices, etc., would indicate that price filing alone is not deemed sufficient to secure effective price control in many industries.

The foregoing is one of the conclusions reached in a summary on price filing to NRA. It recently has been submitted with other summaries on NRA studies, to be the basis for a report to be prepared by the Department of Commerce and to be presented to the President and Congress. The purpose of the report, according to Secretary of Commerce Daniel C. Roper, is to "preserve the assets of NRA." The NRA has been transferred to the Department of Commerce, except as to its Consumers' Advisory Council, which was transferred to the Department of Labor.

The summary on price filing says there was a conspicuous absence of administrative investigation of the need for proposed price-filing plans at the time of their introduction and a corresponding lack of current supervision or observation of their operation and results after approval. There is some evidence, it is stated, that control is facilitated by the use of a marketreporting system, which includes other statistical data in addition to prices. Further and more definite findings on the economical result of filing plans, it is pointed out, must await the completion of statistical case studies and the analysis of other work materials. All reports on NRA studies are to be completed by April 1, when NRA expires by legal limitation.

One result of what is called spasmodic supervision over price filing is said to be the absence in NRA files of any body of collected price filings sufficient to permit a statistical analysis of the primary economic results on price levels, price stability, uniformity, etc.

It is pointed out that the most characteristic form of price filing under NRA codes involved the mandatory filing of present or future prices below which sales might not take place, the inclusion of all terms of sales in the filing, and the dissemination of identified price lists to competitors, through the medium of a central office, usually that of the Code Authority.

Price filing plans under NRA are said to have been designed primarily for the function of con-

trol or compliance. They were called the "checking" rather than the "market" information type of open-price provision, in that publicity was to serve as a measure of individual compliance with other price or trade practice provisions, including no sales below cost provisions, as well as an aid to improved knowledge about price levels and price changes.

"As a publicity device, price filing was expected to deter price cutting and to prevent uneconomic discrimination among buythe report points out. "There is fragmentary evidence that it did have this result in some instances; but the findings are not as yet substantiated by quantitative evidence. In some instances it seems to have deterred, in others to have promoted, price cutting. It appears very generally to have promoted price uniformity. The effectiveness of the device as a deterrent to discrimination was limited by the common practice of permitting customers to have access only to the price filings applicable to their own class.

It is declared that the effectiveness of price filing in giving publicity to prices was limited by a number of other factors:
(a) Dissemination of filed prices was usually undertaken only to members and was comparatively rare in the case of customers;
(b) frequent failure to file, widespread evasion of filed prices, and the filing of minimum rather than actual selling prices were common obstacles to publicity.

The report declares that very wide discretionary powers were left to the Code Authorities in connection with the operation of open price-filing provisions. One use of those powers, it is stated, was progressively to extend requirements for the publication and regularizing of all terms and conditions of sale. Price filing requirements, it is explained, appear to have served frequently as an impetus for standardization and uniform classification of products, customer groups, discounts, differentials, and other terms and conditions of sale.

"The rules and regulations of code authorities pursuant to pricefiling provisions shaded imperceptibly into regulation designed to convert the price-filing system into a tool for price control," the report declares. Efforts to use price filing as an instrument of joint action to maintain prices was general. These efforts were

not in most cases in the form of collusive agreements or of overt price fixing, but in that of an organized program to restrict individual freedom in pricing practices, and to secure conformity to a pre-determined price minimum and/or price structure. Thus we find relatively few recorded cases of pressure or coercive activity to require the filing of a specified net price, but very extensive evidence of efforts to compel members to abide by code or extra-code regulations concerning certain elements of price, cost floors, methods of quotation, established differentials, etc."

The report says a very close relationship between cost provisions and price-filing provisions appears, with the cost provision frequently used to establish code authority control over filed prices, and vice versa. The effectiveness of this control, it is said, was limited and weakened by progressive reluctance of the NRA to approve mandatory cost accounting systems or to enforce cost restrictions.

"The administrative problems connected with the operation of price filing were many and varied," the report continues. "Many arose from the code provisions themselves, which were characteristically too broad or too narrow for a regulatory device to be administered by a combination of private and public authority.

"Code provisions proved relatively pliable so far as code authority innovations were con-cerned, because of the wide powers granted in early codes and of the lack of specific limitations and definition of detailed procedure of powers. Administrative interference or corrective action was largely negative in character since amendments and modifications of existing provisions were made dependent on industry cooperation. NRA policy on price filing was not formulated until June, 1934, when more than 300 codes had already been written. The general trend was to surround pricefiling systems with safeguards against abuse, and to limit the function of these systems more definitely to effective publicity. Even as thus limited, the last policy statement says that they should be applied to competitive but not semi-monopoly industries. Application of policy to effect changes was greatly handicapped by the reluctance of industries to open up the plans to revision."

#### \_\_\_OBITUARY\_

#### JOSEPH A. KLEIN

Joseph A. Klein, president of Mathias Klein & Sons, Chicago, Ill., passed away Feb. 7, after a long illness.

Mr. Klein was the son of Mathias Klein who founded Mathias Klein & Sons in 1867.



JOSEPH A. KLEIN

As a boy he worked under his father's supervision, learning thoroughly the manufacture of fine tools, and when his father retired from business, Mr. Klein together with his older brother, John Klein, carried on the firm for some years as a partnership. In 1918 the firm was incorporated, and John Klein retired in 1925, whereupon Joseph Klein became president, which office he held until his death. His passing comes as a loss to the industry.

#### MALCOLM P. MacCOY

Malcolm Parker MacCov. 62. a member of the Irving Hard-ware Co., 12 Warren St., New York City, died Feb. 14 at his home in that city. Following his graduation from a preparatory school, Mr. Parker entered the hardware business, with which his father and grandfather has been connected. The eldest MacCoy began in the business with Irvin Van Wart. Mr. MacCoy first worked in his father's firm, Joseph F. MacCoy & Co., which subsequently was merged with the Irving Hardware Co. He leaves a widow and two daughters.

#### W. P. SIMPSON

Wendell Phillips Simpson, 64, prominent business, civic and club leader of New Orleans, La., passed away suddenly of a heart attack, Feb. 6, at his home in that city. Mr. Simpson was president of the C. T. Patterson Co., Inc., mill supply and hardware firm of 800 South Peters St. Among the organizations

with which he was prominently identified are: Hibernia National Bank; New Orleans Association of Commerce; New Orleans Chapter of the American Red Cross and others. He leaves his widow and three sons, Wendell Howard, Robert Louis and Sumner Simpson; and a daughter, Helen Marie Simpson.

#### SAGE LYONS

Sage Lyons, 16, son of Mark Lyons of the executive committee of The National Wholesale Hardware Association and prominent in association activities, passed away suddenly Jan. 18. Sage had been ill only a few days with a throat ailment which was not regarded as serious but pneumonia developed and death came quickly.

#### JOHN FRANKLIN MAGEE

John Franklin Magee, 69, retired secretary-treasurer of the Aluminum Goods Mfg. Co., died Feb. 2 in a Two Rivers, Wis., hospital. Mr. Magee joined the firm as a bookkeeper a short time after its founding. When the Aluminum Mfg. Co. was combined with the Aluminum Goods Mfg. Co. of Manitowoc in 1909, Mr. Magee was made secretary-treasurer. He retired from active service a few years ago but retained his interest in the firm. His widow survives.

#### MICHAEL A. JACOBS

Michael A. Jacobs, 75, president of the Malleable Iron Range Co., Beaver Dam, Wis., died Feb. 2 at Tucson, Ariz. He is survived by three sons and a daughter.

#### **EUGENE A. SHULTS**

Eugene A. Shults, 75, for 33 years proprietor of a hardware and jewelry store in Lawrence, Mich., died Feb. 2 after a long illness.

#### AUGUST SCHULTE

August Schulte, 77, hardware merchant in St. Louis, Mo., for 35 years but retired for the past 14 years died at his residence in that city. Since Mr. Schulte's retirement the store, at 2831-35 Union Blvd., has been operated by two of his sons, Henry X. and Alphonse J. Schulte. Another son Anton J. and a daughter survive.

#### E. P. LEWIS

E. P. Lewis, 61, pioneer hardware merchant of Marshfield, His widow survives.

Ore., died at his home there, recently. Mr. Lewis was active in civic affairs, formerly having been a member of the city council, president of the chamber of commerce, on the high school board and also prominent in fraternal organizations.

#### HARRY N. POTTER

Harry N. Potter, 65, who operated a hardware business in Middleville, Mich., for the past 9 years died there Feb. 7, after a long illness. He had previously operated a hardware store in Mulliken for 20 years, and prior to that he lived in Grand Rapids where he was connected with the Lowell Mfg. Co. His widow and two sons survive.

#### H. P. RAABE

H. P. Raabe, 75, who with William E. Mauger organized the Raabe and Mauger Hardware Co., Albuquerque in 1906, passed away recently at his home in San Diego, Cal. He had also been secretary of the Whitney Hardware Co. and was connected with the John Becker Co. in Belen before the organization of Raabe and Mauger.

#### EDWARD A. MASUR

Edward A. Masur, Jr., 37, who was associated with the Masur Hardware Co., Lockhart, Tex., died Feb. 1 of pneumonia.

#### HERMAN C. KRIPPENE

Herman C. Krippene, 83, vicepresident of the Krippene Hardware Co., Oshkosh, Wis., died Feb. 3 at his home in that city. He had been in the hardware business there for many years. His widow, two daughters and two sons survive.

#### JESSE S. HARRIS

Jesse S. Harris, 73, proprietor of the Harris Hardware Co., Pequot Road, Southport, Conn., died at his home there Feb. 5. He had been in the retail business in that city for 16 years. His widow survives.

#### WALTER B. THOMPSON

Walter B. Thompson, 55, a member of the Fisher-Thompson Hardware Co., Salisbury, N. C., died at his home there Feb. 6, after an illness of several months. His widow survives.

#### OSCAR W. MUELLER

Oscar W. Mueller, 73, pioneer tool manufacturer of Cincinnati, Ohio, died at his home there Feb. 7, after a lengthy illness. Mr. Mueller followed the manufacture of machine tools in Cincinnati for 47 years and retired from active business life in 1926 when he was president of the Mueller Machine Tool Co. He was a member of the Ohio Mechanic's Institute since 1883. A widow and a daughter survive.

#### WILLIAM K. MUNRO

William K. Munro, 71, well known business man of Cohoes, N. Y., died at his residence there, Feb. 6. Mr. Munro with Andrew J. Scotland established the hardware firm of Scotland and Munro in 1901 which has been in operation since. He leaves his widow and a daughter.

#### RICHARD S. WINGFIELD

Richard S. Wingfield, Greenwood, Miss., owner of an interest in the Henderson Baird Hardware Co., died recently following a brief illness. He was also a director of the Bank of Greenwood.

#### FRED G. HAINER

Fred G. Hainer, 66, salesman for the Vollrath Co., Sheboygan, Wis., died recently at his home there. Before joining the Vollrath Co., Mr. Hainer was identified with the hardware retail business for many years, operating for a time a store in Kaukauna, Wis. His widow and four children survive.

#### C. H. WHITMAN

C. H. Whitman, 74, hardware dealer in Campbell, Cal., for 41 years, died Jan. 25. He had been ill for more than a year. Mr. Campbell was active in both the religious and civic affairs of his city where he was recognized as a leader of business. His widow survives.

#### FRANK A. REID

Frank A. Reid, in the sales department of the Clayton & Lambert Mfg. Co., Detroit, for 23 years, passed way suddenly Jan. 25th.

#### JAMES W. MADDUX

James W. Maddux, 69, formerly proprietor of a hardware store at Watertown, Tenn., died Feb. 4 at his home in Nashville, following a long illness. His widow and two children survive.



#### BRIEF ITEMS OF INTEREST TO HARDWARE MEN

#### **ARIZONA**

Ray Thompson, owner and manager of the Parker Lumber and Supply Co., Parker, Arizona, will open a combination hardware, paint and furniture store at First St. and Arizona Ave., in that city, to be housed in a new 50 by 76 foot building recently erected by him.

#### **ARKANSAS**

O. J. Melton, manager of Lake City Hardware Co., Ark., a branch of Trumann Hardware Co., has opened a second branch hardware and implement store in Monette, Ark.

The firm of Milwee and Dunlap, hardware, furniture and undertaking, at Brinkley, Ark., has been sold to Linkway Stores Co. J. Bascom Dunlap, junior partner of the former, continues the undertaking lines, while the Safeway Stores Co. will handle the hardware and furniture.

J. B. Slayden has opened a farm implement store at Tuckerman, Ark.

#### **CALIFORNIA**

A new modern building is being erected at 142-144 Greenleaf Ave., Whittier, Cal., to house the Farmer's Hardware and Paint Co.

#### CONNECTICUT

The Danbury Hardware Co., 294 Main St., Danbury, Conn., has discontinued its rug and furniture department and will devote the space to enlarged hardware stocks.

#### FLORIDA

Thomas H. Radford has opened a hardware store in the Carroll Bldg., Live Oak, Fla.

Fisher-Stinson Hardware Co., Panama City, Fla., has been granted a charter of incorporation with authorized capital of 250 shares, par value \$100 each. Incorporators are: M. N. Fisher, C. C. Moore, and W. I. Stinson.

#### **GEORGIA**

The Franklin Hardware Co. has opened for business at Metter, Ga. Burton Franklin is proprietor. The firm will carry a complete line of hardware, paints and building materials.

#### **KANSAS**

The Waters Hardware Co., Junction City, Kan., is adding a new store room, 46 x 110 ft., to house its implement business.

T. L. Gideon has purchased the stock of the Webb Hardware Co., 913 Kansas Ave., Topeka, Kan., and will consolidate it with his own store at 821 N. Kansas Ave.

The Gibson & Clyborne Hardware has become the Gibson, Miller & Sims Hardware Co., Council Grove, Kan. The firm has been incorporated with G. F. Gibson, president; W. E. Miller, vice-president; J. A. Sims, secretary-treasurer.

The Neuman Hardware, Whitewater, Kan., has moved to a new location.

T. Henry Owens of Louisville, Ga., and his son James of Blyth, will open a hardware store in Louisville. The elder Owens will continue his grocery store while his son will operate the hardware store.

#### ILLINOIS

The Geuther Hardware has opened for business in Effingham, Ill., with a complete stock of hardware. Milton Geuther is the proprietor.

United Hardware Co., Chicago, has moved from 652 W. Randolph St. to 711 W. Lake St. The Randolph St. quarters of the firm were recently damaged by fire.

#### **IOWA**

Adolph Killian has purchased the Ericson hardware store operated by Jordan Ericson in Graettinger, Iowa.

#### **MICHIGAN**

The Mt. Clemens Hardware Co., 67 Walnut St., Mt. Clemens, Mich., has been organized with a capital stock of \$10,000 by Martin A. Baarck.

#### **MINNESOTA**

Edwin Sorenson has purchased the Askov (Minn.) Hardware Co. from Carl Miller.

The Gislason - Bromen Hardware firm, Minnesota, Minn., has purchased the Ghent Hardware Co., Ghent, in that state, placing Thomas Nichols in charge.

#### MINNESOTA

Rumreich Bros. at Pisek, North Dakota, have purchased the Schneider Hardware at Adams, Minn. They will operate both stores.

#### **MISSISSIPPI**

A hardware store will be opened in Monticello, Miss., that city's first, by P. K. McLain and C. E. Barnes.

The Planters Hardware Co., Yazoo City, Miss., has purchased the adjoining store building.

#### NEBRASKA

T. H. Bailey has opened a hardware store at Benkelman, Neb.

R. C. Benson has purchased the interest of George A. Wachter in the Wachter Hardware Co., Pender, Neb., which will continue under the proprietorship of Mr. Benson and A. J. Ackerman.

#### NORTH CAROLINA

The Ayden Implement & Hardware Co., Ayden, N. C., has been granted a charter. Incorporators are: K. H. and C. B. Smith and J. B. Eure, all of Ayden.

#### ощо

Robert W. Smith, son of Wayne C. Smith, the latter proprietor of a hardware store in New Burlington, Ohio, for the past 35 years, has become associated with his father on a full partnership basis. The firm name has been changed to W. C. Smith & Son.

Jess Eyster and his son, Redmond, have purchased the Edon hardware store, Edon, Ohio, of L. S. Maxwell.

Garver Bros. Co., Strasburg, Ohio, has added a downstairs department which will include departments for general hardware and tools.

#### OKLAHOMA

The hardware stock of the Clark-Darland Hdwe. Co., Seminole, Okla., has been removed to another location in that city. The old location has been retained for the firm's furniture stock.

#### **OREGON**

Albert E. Estes, in the hardware and machinery business in Oregon City, Ore., for the past 25 years has purchased the Western Hardware Co. store in the municipal building and assumed management. Eugene Barnum. owner of the store, is retiring.

#### SOUTH CAROLINA

The Dixie Hardware store has opened for business in Abbeville, S. C., with a complete stock of hardware. The store is on the West side of the square.

#### **TEXAS**

Maxey's Hardware store, 411 North Bishop St., Dallas, Tex.. owned by Frank Maxey, will merge and operate under the same roof with the Sunshine Grocery & Market operated by Mr. Maxey's brothers, H. M. and G. S. Maxey.

#### WASHINGTON

The Lind Hardware Co., one of the oldest business firms in Lind, Wash., has been purchased by John Miller, of the Ritzville Trading Co. The firm will henceforth be known as the Miller Hardware Co. and will be conducted by Mr. Miller and his two sons. Arthur and Leslie.

W. R. Dickson has opened a hardware store in the former Howerton Bldg., Ilwaco, Wash.

#### **WEST VIRGINIA**

Higgins Brothers have opened their hardware store in the Lemley block, Littleton, W. Va.

The Weirton Market Hardware and Auto Supply store at 1888 Main St., Weirton, W. Va., has been changed to the P & L Auto Supplies & Hardware and Philip Nach, proprietor, has taken in as partner, Louis Elfont, who has managed the hardware and auto supply departments for the past three years.

#### WISCONSIN

A. J. Heide has purchased the interest of R. H. Pritzlaff, in the Watertown Hardware Co., 307 Main St., Watertown, Wis. John L. Bruegger will continue as active head of the firm and new lines and goods will be added to the present stock.



#### Offers \$2.00 For Norvell Book

\$2.00 apiece is being offered for two copies of Saunders Norvell's book, "Forty Years of Hard-ware," if in good condition. This book was published serially in HARD-WARE ACE and later brought forth in book form. Due to the popularity of the book, the publishers have sold all available copies. Readers having any extra copies and willing to release them for the amount mentioned will please advise T. Cain, Order Department, The Geo. Worthington Co., 802-832 St. Clair Ave., N. W., Cleveland, Ohio. Do not mail the book until requested to do so.

#### APOLLO METAL WORKS MOVES TO NEW PLANT

With the completion of their new plant in the Clearing Industrial District near Chicago, Apollo Metal Works, Inc., has moved its general offices and mill from La Salle, Ill., to the new site. The Clearing Industrial District is a 2,800 acre manufacturing area which houses 108 large factories and adjoins the Southwest edge of Chicago.

Apollo Metal Works manufactures pre-finished metal and Apollo Chromzinc and Chromcopper, which are used as coverings for table tops, drainboards, sinks and shelves. The firm was incorporated in 1915 and has offices in 17 principal cities throughout the United States, and one in Montreal. In April 11. The week will be

addition to the Chicago plant, there is a mill in Bethlehem. Pa., of which the general offices will also be located in Clearing. The new building is a one-story plant with its own individual switch track added.

#### WEBER NOW WITH U. S. PRINTING

Edwin G. Weber, formerly with the Western Cartridge Co., has been appointed to have charge of the point-of-sale advertising department of the Chicago office, 205 W. Wacker Drive, of The United States Printing & Lithograph Co., Cincinnati, Ohio. He was with Western Cartridge for eight years serving as advertising manager, and previously with the Darcy Advertising Agency in St. Louis.

#### LEEDS SUPPLY CO. GIVES UP RETAIL STORE

Leeds Supply Co., Inc., Leeds, Ala., has announced its retirement from the retail hardware business and will confine its efforts to the wholesale and retail distribution of electric and mechanical household and commercial appliances. These appliances will be distributed throughout Alabama, and in connection with the firm's wholesale store, it will have a retail department for the sale of these products in metropolitan Birmingham under the name of the Alabama Appliance Co., Inc., 2015-2017 4th Ave. N.

#### NATIONAL BASEBALL WEEK, APRIL 4-11

National Baseball Week will be observed this year from Saturday, April 4 to Saturday,

heralded with special window displays in stores selling sporting goods, newspaper advertisements and by sports columns in newspapers. Baseball Week display material will be mailed free to stores sending a request to The Sporting Goods Dealer, Tenth and Olive Sts., St. Louis, Mo. That publication is again offering prizes and trophies for the best Baseball Week window displays and newspaper advertisements.

#### KITCHEN MODERNIZA-TION IS THEME OF **NEW MOVIE**

A talking moving picture, "The Courage of Kay," telling in story form how old-fashioned kitchens may be modernized, is now being shown by electric light and power companies, electrical appliance manufacturers and other groups to consumer audiences throughout the country.

Sponsored by the Edison Electric Institute, McCall's Magazine and selected industrial groups cooperating with the Federal Housing Administration, the talkie tells how a young couple. Kay Harper and her husband, Bob, take advantage of the NHA. They financed a complete remodelling of their kitchen, including the installation of an electric refrigerator, range, dishwasher and other appliances through the Federal Housing Plan. Woven into the story is the rejuvenation of home life in the Harper family, with the resulting social success of Kay Harper and the business triumphs of her husband. Lois Wilson and Lloyd Hughes, Hollywood players, play the parts of wife and husband. Other Hollywood players are in the supporting cast.

#### ORGANIZE NEW FIRM TO MAKE WIRE SCREENS

The Savannah Wire Weaving Co., has been organized in Savannah, Ga., for the manufacture of fly and insect screens. Julian E. Howell has been named president of the concern and Arthur Crockery, as vice-president and sales manager.

#### **DELCO OPENS DIVISION** OFFICE IN NEW YORK

Delco-Frigidaire Conditioning Corp., Dayton, Ohio, has established an eastern division general office with D. G. Spahr as eastern division manager at 35 W. 45th St., New York City. This office will have jurisdiction over Delco-Frigidaire activities in eastern states.

Mr. Spahr was formerly sales manager for the Delco Appliance Corp., Rochester, N. Y., automatic heating equipment, sales of which recently were merged by General Motors Corp. with the summer air conditioning product sales activities of Frigidaire Corp. into a new company, Delco-Frigidaire Conditioning Corp. The purpose of the consolidation was to deal more effectively with air conditioning through offering yearround air conditioning products. L. W. Curl, who has been assistant air conditioning sales manager for Frigidaire Corp., will assist Mr. Spahr.

#### **BORIN HOLDS MIRROR** EXHIBIT IN CINCINNATI

Borin Art Products Corp., 2641-61 W. Polk St., Chicago, held an exhibit of a complete line of mirrors for kitchen, bathroom and other rooms, Feb. 18 to 21 in space 419, Netherland-Plaza Hotel, Cincinnati, Ohio. Mr. Miller, who is with the firm, was in attendance.

#### Straight Air Nozzle



No. 113-Straight body is made without a screwed-in tip. Hose end suitable for either %-in. or 1/2-in. hose and cast integral with body, eliminating separate air hose nipples. Nozzles are said to be rugged and heavy in construction and will stand abuse. They are adapted for use when suspended over machines from overhead air lines. Nozzle is of the same valve construction as used in the angle pattern nozzle and has the same brass handle. H. B. Sherman Mfg. Co., Battle Creek, Mich.

#### Lunch Kit



Mickey Mouse design will appeal to children. Said to be good seller, not only before opening of school period but also for the entire year. Geuder, Paeschke & Frey Co., Milwaukee, Wis.

#### Electric Bicycle Horn



Vibra-disc, No. 155. Has auto-tone voice; special featherweight switch. Double bracket fits handlebar from % in. to % in. Horn is 61/2 in. high and 41/2 in. in diameter. Operates by No. 6, 1½-volt battery. List price, as shown, \$2. The Seiss Mfg. Co., 3835-61 Seiss Ave.. Toledo, Ohio.

#### CONVENTION CALENDAR

Connecticut Hardware Association Annual Convention, Hotel Bond, Hartford, Conn., March 4 and 5, 1936. Charles F. Freeman, secretary, Branford, Conn.

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers'

Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J.

May 11 to 13, inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

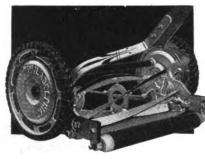
#### Warming Stove

Stove is about the size of a small plate. Made of highly polished chrome and stands on four composition, heat-



resistant, ½-in. legs. It is said to consume 50 watts of electricity an hour. It is used for keeping foods warm and may be used on a dining room table. List price, \$1.50. The Silex Co., Hartford, Conn.

#### Lawn Mower



Convex solid rubber tires forced into concave wheel rims; rubber grip handle; tie rod encased in rubber; self-adjusting ball bearings and double direct gearing. Height of drive wheel, 10 in.; diameter of cutter, 5½ in. Makes 16-in. cut. Painted in brilliant blue, trimmed with gold. Guaranteed

against defective workmanship and materials. *Philadelphia Lawn Mower & Mfg. Co.*, 4250 Wissahickon Ave., Philadelphia.

#### Oven Thermometer



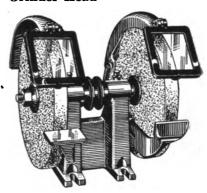
Tel-Tru, No. P-S 600, pentagon shape. Hangs or stands up. It is said to be easy to read, easy to clean and rust-proof. Has standard scale; chromium finish throughout and glass crystal. List price, \$1. Also thermometers for various uses, the list prices of which are \$1 or \$1.25. Dealer costs are 40 per cent on 1-doz. orders, 45 per cent on 3-doz. orders and 50 per cent on 1-gross orders. Germanow-Simon Machine Co., 408 St. Paul St., Rochester, N. Y.

#### **How To Cut Glass**

Complete instructions for cutting glass are printed on a 10½ x 15½ inch card in two colors, green and black. Illustrations make the meaning clear

and complete. It is intended to be hung over bench or table wherever glass is being cut; to save waste in cutting and lengthen life of the cutter. Available by request on letterhead. The Fletcher, Terry Co., Forestville, Conn.

#### Grinder Head



No. 37-For 8-in. wheels with 1/2-inhole, but will hold smaller wheel with 1/2-in. hole. The 3/4-in. arbor runs in oilite bushings, the bearings fitted with snap-shut oilers. Bearings are 11/2-in. long and % in. in diameter. Wheel guards have adjustable safety sight plates and adjustable rests, one with flat surface and one with bevel surface for tool grinding. Two-inch pulley. Grinder may be belted from above, below or from back. Recommended speeds: 8-in. wheels, not over 2600 r.p.m.; for 6-in. wheels, not over 3400 r.p.m. Gray enamel finish. Supplied without wheels. Arcade Mig. Co., Freeport, Ill.



# HOW'S the

#### ADVANCES BECOMING EFFECTIVE

Galvanized Ware

Cast Aluminum

Guns

#### DECLINES BECOMING EFFECTIVE

Steel Pipe

Pipe Fittings

Cotton Gloves and Mittens

Some Baking Tinware Items Turpentine

February 27th 1936

#### ADVANCES ANTICIPATED

Chamois Skins

With large areas of the country still buried in snow and buffeted by storms, merchants have been forced to as patient an acceptance as possible of these unavoidable setbacks to their business The general hope is that the want-lists of their shut-in customers are daily growing longer, and that the earliest resumption of traffic will bring in all the pent-up volume. Salesmen have been handicapped as in no recent years, in reaching their trade, and have been able to contact personally only their headquarters or main-line stores. Side roads have been impassable to automobiles, and main highways, where open, have been largely one-lane affairs. Sales' in off-the-road areas have been almost entirely handled by telephone. The radio and the telephone together have been the only link of some communities with the outside world, and it will not be surprising if this unexpectedly proven value of radio communication should result in a great stimulus of demand for receiving sets in the smaller communities.

Very satisfactory sales results have been attained in the larger towns, on lines which were the subject of special promotion efforts during January and February. Both mail orders and salesmen's orders have been better than a year ago in these instances. It is surprising that even promotion sales of poultry supplies, harness, wagon hardware, and similar farm items have been suc-

cessful, regardless of farm tieups. Jobbers' and manufacturers' warehouse stocks of winter goods have been thoroughly cleaned out, and new records have been set during January and February in the sale of many emergency cold weather lines.

More calls for help in store modernization than for several years past are coming to the firms who offer such service. One large hardware wholesaler reports these demands upon their field organizations are taxing them to the limit. Requests for remodeling advice and assistance are coming from both large and small towns, and from large and small stores. A leading manufacturer of store equipment states that in recent months there has been more activity along modernization lines among hardware retailers, than even among the chain units, whose habit is to make their remodeling changes at this time of the year. Encouraging reports come from those stores whose modern dress and layout had been completed last year. In nearly every instance these stores report substantial sales increases over a year ago, notwithstanding weather handicaps. Rumors are prevalent, supported by some leases already taken, that one of the large national chains is contemplating a substantial expansion of their "C" Line (hardware) stores through the smaller towns. This prospect will prompt many more hardware dealers to modernize their stores, both as to equipment and as to selection of merchandise, in order to hold their trade.

The latest Dun and Bradstreet survey, covering the February 8th week, shows that while the country-wide retail sales barely held even with the corresponding 1935 week, there were gains in the East of 6 to 10 per cent over last year; in New England, 8 to 11 per cent; in the South, 4 to 6 per cent; in the Southwest, 5 to 8 per cent, and in the Pacific Coast area, 8 to 12 per cent.

Certain reclamation areas will be immediately and favorably affected by the TVA decision of the Supreme Court, announced on February 17. It is not generally considered, however, that the basis and scope of the Supreme Court's TVA announcement is sufficient to open the way for any great inroads of Federal activity into other fields covered now by private industry.

Steel operations last week were scheduled at 51.7 per cent of capacity, a decline of 0.6 per cent from the preceding week. A month ago the rate was 49.9 per cent, and a year ago it was 49.1 per cent. Production of steel ingots in January averaged 112,942 gross tons daily, the highest for any January since 1930, according to the American Iron and Steel Institute. Railroad purchasing and that from farm machinery plants, continue at present to show the greatest activity.

Makers of bolts, nuts and rivets have been operating on reduced schedules, chiefly on account of the recent slackening in demand from motor car makers. Prospects are considered good for a growing demand from makers of farm implements and railroad rolling stock, and, a little later, for further automobile assemblies.

Makers of asphalt roofing, whose lines in recent years have seen many and frequent ups and downs in price, and who last year

# HARDWARE Business?

trended pretty steadily downward, have recently agreed upon a new merchandising plan, with some price changes, to go into effect between February 15 and February 22. Details are not yet at hand, but some of the popular-selling items of prepared roll roofing, both talc-surfaced and slate-surfaced, are scheduled for a small advance to retail buyers. Prices will be kept uniform at all important mill basing points. A feature of the manufacturers' new plan is a sharp reduction of the wholesalers' profit margins. Discounts to buyers will vary according to the number of cars of roofing products to be taken out during 1936.

Price conditions on steel pipe have been unsettled in certain areas, particularly in the East, and finally a general reduction of about ten per cent in the prices to retailers has become established. The reduction conceded by the mills to wholesale distributors has been only five per cent, and jobbers are protesting vigorously this reduction in their already limited profit margin. Some mills express themselves as confident that the recent price drop is temporary, and that it must soon be recovered. They point out that advances were recently in effect on their skelp supplies, and that their fuel and labor costs are rising.

Prices on pipe fittings have been reduced as much as 15 to 25 per cent, due to strenuous competition for business among the manufacturers. This decline follows two previous advances, and it is supposed that some of the recent weakness has developed because of spotty maintenance of the markups by some interests.

While current business on corrugated roofing and other sheet metal building products has been at a standstill, due to weather conditions, there is a fair amount of "future" selling for spring delivery, and considerable competition among mills for the jobbers' purchases.

Makers of weldless chain and fittings, including weldless coil, tieout, halter and dog chains have advanced prices approximately five per cent. Jobbers report that sales of chain have been very satisfactory in spite of winter conditions.

Chamois skin manufacturers advise that the raw skin market is steadily advancing, due to short supplies, and that higher prices are almost certain on finished skins. Prices are still unchanged on the regular lines of chamois skins which retail at 50 cents, 75 cents, \$1.00. \$1.25 and \$1.50 each. On special sizes, however, which manufacturers sold last fall as leaders, prices have been advanced in some cases as much as 25 per cent.

Continental Screen Company when announcing on November 25 their opening prices on screen and doors for the 1936 season, announced that prices would be subject to revision or confirmation on February 15. The company has now issued notice, under date of February 15, that the opening quotations are confirmed covering orders until further advised. They remind the trade, however, that conditions are uncertain, and that it may still be necessary to advance prices during the 1936 season. Continental Screen Company are now commencing to release for shipment their distribution cars, in which a large percentage of the season's early volume is generally included.

Leading makers of cotton gloves and mittens have now reduced prices by varying percentages and covering about the amount of the processing tax. These declines had been rather well anticipated by many jobbers, so that an immediate markdown may not further be possible, from the current small lot prices to retailers on gloves and mit-

A reduction has been announced, effective February 1, on several items of baking tinware, bread pans, square jelly cake pans, mussin tins, etc., averaging perhaps five per cent. Makers of galvanized ware, and enameled kitchen ware are looking for higher prices, and cast aluminum utensils have already been marked up about ten per cent. Stove mica has been advanced, No. 1 quality about five per cent and No. 2 about ten per cent. An increase was made in prices of certain vacuum one-pint bottles, about 21/2 cents each, and on vacuum lunch kits, about one cent each.

Paint sales in December, as reported to the Department of Commerce by 579 establishments, totaled \$20,038,905, about 25 per cent ahead of December. 1934, but some 20 per cent short of November, 1935, sales. A decline of two cents per gallon on turpentine February 14 is of interest.

Electrical goods made a great gain in new orders during 1935, according to final returns to the Bureau of Census by 78 manufacturers. Total value of new orders booked last year was \$538,883,328, a gain of nearly \$100,000.000 over 1934, and the highest total in four years. These bookings included motors, storage batteries, domestic appliances, and industrial equipment.

Daisy Manufacturing Company, to commemorate their fiftieth anniversary, are bringing out a Golden Eagle Model 50 Air Rifle, similar to their model 103 thousand-shot repeater. The metal parts of the new rifle are copper finished, and coated to prevent tarnishing. The stock is of black enameled wood, bearing a "golden eagle" insignia. The new model 50 will retail at \$2.50 and will cost the dealer \$20.00 per dozen. A reduction of \$2.00 per dozen has been made at the same time in the company's model 103 nickel-plated rifle, which will now retail at \$2.25. Model 50 will be available for shipment to the trade about April 1. After several years, the model 20 Little Daisy Air Rifle is being reinstated, because of some demand for a number to retail at less than \$1.00. This model will retail at 67 cents, and will cost dealers \$5.15 a dozen.

Another new item introduced at this time by the Daisy Manufacturing Company is the model 44 Buck Rogers Repeating Water Pistol. This will provide fifteen shots, as compared with the model 80 six-shooter, and will throw a jet of water thirty-five feet. The retail price is 25 cents, and the cost to retailers \$2.00 per dozen. The model 80 has been reduced twenty per cent to retail at 20 cents, with a cost to dealers of \$1.60 per dozen. Shipments will be available about March 15.

\* \* \*

Some advances in gun prices are coming through, including markups on Western double-barrel shotguns of about five per cent, on L. C. Smith double-barrel guns of about ten per cent, and on Ithaca, about eight per cent. Lefever single- and double-barrel guns are raised six per cent. Various models of Harrington and Richards revolvers have been advanced, ranging from five to fifteen per cent. Winchester's announcement of a low-priced singlebarrel shotgun will be of interest. Deliveries of this new gun, model 37, to the trade are expected about March 1. The retail price is to be \$8.90 each.

\* \* \*

Some interesting 1935 sales totals have been announced recently. Household washing machines sold in 1935 totaled 1.410,541 as compared with 1,240,284 in 1934. Ironing machine sales totaled 143,225 last year as compared with 116,069 in 1934. Electric household refrigerator sales in the United States in 1935 amounted to 1,446,790 units against 1,157,881 units in 1934. December sales totaled 69,073 units against 61,470 units in December, 1934.

\* \* \*

Chain store sales in January gained approximately eight per cent over January, 1935, with individual gains ranging as high as 22.6 per cent. Of twenty-three organizations reporting, all but three showed increased sales over January a year ago. Aggregate sales totaled \$137,-734,302 compared with \$127,565,781 in January, 1935. Woolworth sales for January were 0.9 per cent under last year; Kresge's were 1.28 per cent ahead. Montgomery Ward and Company sales for January and the fiscal year ended January 31 were the largest on record. For the month, sales were \$18,508,149, or 6.26 per cent ahead of January, 1935. For the year, the total was \$306,101,505, a gain of 17.10 per cent over the previous year. Sears,

Roebuck and Company's January gain was 16.1 per cent. The latter company is announcing an unusually heavy buying program, preparatory to its activities in celebration of its fiftieth anniversary, this year.

\* \* \*

Farm commodity prices have shown conflicting trends in the weeks which have elapsed since the Supreme Court invalidated the Agricultural Adjustment Act. Some commodities on which taxes were levied have declined, while others have advanced. Egg and butter prices have reached very high levels in the leading cities, as continued cold and stormy weather curtailed production and retarded the movement to market.

\* \* 1

Bank clearings for the twenty-two leading cities in the United States for the five days ended February 11 increased 2.2 per cent over the like 1935 week, as reported by Dun & Bradstreet. The current total was \$4,345,145,000. In the February 4 week the gain over last year was 20.5 per cent. At New York City clearings ran 2.4 per cent under the like 1935 total, but this was overcome by a gain in centers outside New York of 11.5 per cent above last year.

\* \* \*

F. W. Dodge Corporation reported today that all types of construction in the thirty-seven states east of the Rocky Mountains increased to \$204,792,800 in January from \$99,773,900 in that month last year. The January total, however, represented a decline of 22 per cent from December. Improvement over January, 1935, totals was noted in each of the thirteen major survey areas east of the Rockies. The middle Atlantic states, the Chicago territory and southern Michigan showed the largest relative gains. Residential building in January totaled \$37,439,500, against \$22,-410,200 in January, 1935, and \$45,-140,000 for December.

\* \* \*

The outlook for 1936 in residential building points to further betterment. Residence vacancies are believed to be approaching the three per cent level at which new construction usually expands rapidly. Rentals are increasing to the point where new capital may be attracted to building for investment. Building costs are still high, but low money rates are favorable to construction at this time.

Farm equipment sales in 1936 have been running 25 to 35 per cent above the 1935 period, and production is 50 per cent greater, according to Dun & Bradstreet, Inc. Sales in 1935 were at the best level since 1930. Observers feel that large-scale replacement of farm machinery is ahead because of the high average age of the equipment still in use. No great change in prices of farm equipment is expected beyond the slight rise in 1935. Most of the large agricultural areas report collections improving, with 97 per cent of the 1935 maturities paid, an increase of about 35 per cent over 1934.

\* \* \*

Bonus spending estimates are that three-fourths of the veterans may cash their bonus certificates before the summer is over, releasing about \$1,500,000,000 of buying power, which will probably create a small business boom. According to a survey made by the American Legion, the average bonus dollar will be spent as follows: debts, 31 cents; homes and real estate, 25 cents; investments in own business, 7 cents; clothing, 7 cents; home furnishings, 6 cents; automobiles, 6 cents; savings accounts, 4 cents; insurance, 3 cents; home equipment, 2 cents; stocks and bonds, 1 cent; farm equipment, 2 cents, and miscellaneous, 6 cents.

\* \* \*

Fuller and significant statistics have been recently put out by the National Industrial Conference Board, concerning business activity during 1935. Industrial production during the last quarter of the year reached the highest level since the second quarter of 1930. Distribution, indicated by retail sales and by the volume of goods transported, advanced materially during the last quarter of 1935. The increases in production in 1935 in the major industries, compared with 1934, were 92.4 per cent for residential building, 86.1 per cent for machine tool orders, 45.0 per cent for automobiles, 30.6 per cent for steel ingots, 2.6 per cent for bituminous coal, 9.2 per cent for electric power, 9.3 per cent for petroleum, and 19.5 per cent for all building construc-Miscellaneous carloadings were 6.6 per cent more, and total carloadings were 2.2 per cent greater than during the previous

## Michigan Convention Attracts 1400 to Detroit

THE forty-second annual convention of the Michigan Retail Hardware Association was held at Masonic Temple, Detroit, February 11 to 14. Some social and other special events were held in other locations, but the convention, with the exposition, fairly filled Detroit's largest regular convention auditorium.

Attendance was officially estimated at 1,400, including a number of dealers from surrounding states.

Officers were elected at the final session on Friday, as follows: W. C. Judson, Big Rapids, president; Joseph J. Louisignau, Cheboygan, vice-president; William Moore, Detroit, treasurer; and Harold W. Bervig, Lansing, secretary. Two members were elected to the Executive Board: Frank J. Hartge of Detroit and Herman C. Meyer of Petoskev.

The President's Luncheon, Tuesday noon, February 11, opened the sessions, with A. D. Van Dervoort of Lansing presiding and over three hundred in attendance. William Moore, of Detroit, gave the invocation, and H. H. Dignan of Owosso, hardware dealer and State legislator, gave a memorial tribute to former presidents George W. Mc-Cabe of Petoskey and Charles A. Ireland of Ionia, who died during the past year.

An unusual feature of the luncheon was the introduction of each member of the Quarter Century Club. Michigan's club is restricted to representatives of firms which have been members of the association continuously for twenty-five

President VanDervoort stressed the necessity of five policies as "Basic Policies for Hardware Retailers": 1. keep the stock up to standard in volume and quantity; 2, keep acquainted with current market prices. 3, keep stock up to







Secretary



HAROLD W. BERVIG A. D. VAN DERVOORT Retiring President

date in new trends, and keep up to date on business trends individually; 4, see that the store is always neat and clean; and 5, mark the price or descriptive tag of every piece of merchandise clearly for the public to see.

A. W. Cullen of Minneapolis, editor of the Hardware Trade and Sporting Goods, spoke on "Preferential Discounts, Rebates, and Allowances-and Why." He stressed the way that every activity in industry is being watched at Washington. with especial reference to the interest of the retail hardware dealer, basing his talk upon Federal Trade Commission activities, Congressional investigations, and special studies. Mr. Cullen expressed the opinion that both houses of Congress are showing decidedly more favorable interest in the small operator than formerly.

Joseph H. Plumb of Philadelphia. treasurer of Fayette H. Plumb, Inc., then talked upon "Here's the Answer," discussing the manufacturing of clean merchandise. He stated that manufacturers generally are making goods at a price that will allow the independent to compete with the chain store, without sacrificing quality.

Paul Crissey, of the Edward Katzinger Company, Chicago, used the title, "Let's Look at the Record," upon the theme that the men who put real efforts into hardware operation are still in the business. Those who dropped out probably didn't deserve to be in business anyway, and the survivors are genuine business men, after the depression.

In the evening, reception was held by the officers, followed by a general dance in the ballroom of the Hotel Statler.

Rivers Peterson, Editor of the Hardware Retailer, opened the Wednesday session with a talk on "Will the Consumer Pay the Bill?" and spoke later in the day on "Selling, a Profession." He discussed the comparison of operating expensesthe wholesaler-retailer as against the syndicate—described the system of contacts between wholesaler and retailer, and presented charts to show comparative costs of heat, rent, light, etc., for various volumes of gross business.

Open panel discussions of important topics, along the "question box" style, with special interest upon freight rates and discussion of what is selling, was a feature of several

(Continued on page 102)

## New York State Dealers Study Causes and Cures of Competition

LIZZARDS and cold weather failed to cool the enthusiasm of New York State hardware dealers who turned out in large numbers for the four-day convention and exhibition in Syracuse, Feb. 11 to 14. The sessions at the Hotel Syracuse were well attended and the exhibition at the State Armory was one of the best arranged and well managed so far held. Secretary John B. Foley and George Hoy, exhibition manager, both were complimented many times on the 1936 gathering. The apparent eagerness with which members came to the sessions indicated their interest in current problems and in the association's study of them.

President Rockwell C. Boyce, Wellsville, reviewing the year's problems stated that business is very much improved over last year, but that the merchant must go after it more enthusiastically than ever. He gave a brief outline of the sessions to follow, expressing the belief that members would get a great deal of assistance from the discussions.

Harold W. Allen, Clinton, Vice-President, stated that hardware retailers' competitive difficulties are rooted in three main causes: (1) Disadvantages of price at which goods are owned by the wholesaler-retailer system. (2) Costs incurred in moving merchandise through the



HAROLD W. ALLEN New President



JOHN B. FOLEY Secretary



R. C. BOYCE Retiring Pres.

wholesaler-retailer channel from factory to consumer. (3) Merchandising methods of syndicate competitors. The speaker referred to the adoption of the National Association's Statement of Merchandising Policy, and analyzed the eight declarations separately. Mr. Allen stated that thoughful and consistent adherence to the statement by retailers, suitably supported by wholesalers, would go far toward solving the problem of preferential prices by manufacturers to syndicates.

Frank M. Campbell, substituting for John M. Williams of Fayette R. Plumb, Inc., Philadelphia, took up the subject "The Manufacturers'

Answer" dealing with the question of preferential prices. He explained the purposes of the American Institute of Fair Competition and how it operates, calling it his first answer to the question of what can be done to stop preferential prices. pointed out that chain stores and catalog houses do not get any better prices than hardware jobbers on their general lines of tools but that they get their differentials when they buy leaders differently; their sales of cheap loss leaders are less than one-fourth of their total sales even in the very lines where they run loss leaders. Mr. Campbell urged hard-(Continued on page 88)



New York State Retail Hardware Association's Twenty-five Year Club which met during the convention at Syracuse.







J. V. GUILFOYLE Managing Director



R. B. ISNER
Retiring President

## Southern California Dealers Hold Successful Convention

ORE than a week of down-pouring rain was necessary to keep hundreds of retail hardware dealers from attending the Fifteenth Annual Exposition and Convention of the Southern California Retail Hardware Association which was held in the spacious Auditorium of the Ambassador Hotel in Los Angeles, February 11, 12 and 13.

Speakers at the business sessions faced capacity crowds of interested hardware men. Dealers were keenly appreciative of the well balanced group of business experts on the program as proved by their constant attendance, and to J. V. Guilfoyle, managing director of the local association, goes great credit in the careful preparation and successful handling of this convention.

Exactly 104 different manufacturers and jobbers exhibited their wares, the largest number in the history of the association.

The six business sessions which were run on the basis of a business clinic and a sincere effort was made to dig into the causes of unfair competition and to prescribe a proper treatment. Both the registration desk and the reception committee carried out this clinical thought in their dress of white coats, similar to those worn by the medical and nursing professions.

The program was divided into three short afternoon and three evening sessions, all of which were under the leadership of R. B. Isner, Long Beach, association president.

In a discussion of operating costs, C. C. Carter, president of the National Retail Hardware Association, pointed out that the wholesalerretailer system of distributing hardware spends too little for advertising. A large chart which he exhibited before the convention to make an itemized comparison of operating costs of hardware wholesalers and retailers and those of other distributors showed that the hardware trade spent an average of only 1.16 per cent on sales for advertising as against 4.35 per cent by the department stores.

#### More Advertising

"It may well be," said Mr. Carter, "that the hardware craft is paying the penalty for its failure to utilize advertising more effectively. Higher selling costs in the form of wages may be a direct consequence. Slower turnover, with the resultant additional expense for insurance, taxes and interest may be another result."

Ability of independent hardware distributors to move goods from factory to consumer at a cost comparing favorably with that of their principal competitors was indicated by using expense figures from a selected group of hardware retailers. Their expense added to those of wholesaling totaled within a fraction of 1 per cent of that of department stores.

In his opening address to the membership, managing director J. V. Guilfoyle said, on the subject of the California Fair Trade Law, "There is something radically wrong in our industry when manufacturers can sell chains, who in turn can merchandise the product at a profit for less than you retailers can buy the same articles. The slogan of our forefathers, 'If it is hardware, we have it' is a sign of obsolescence, and of a deadly slow stock turn. We cannot expect to get price preference just by asking for it, but if we have some law by which prices may be maintained or standardized, we can beat the chain and predatory sources of supply and so regulate this ill. I call your attention to the Patman-Robinson bill now in the U. S. Senate which will allow manufacturers to set retail prices of their products. If this is passed it will mean manufacturers may have standard minimum prices on trademarked merchandise."

Speakers included F. C. Gross, field service aide for the association; State Senator Hon. Chris Jesperson; E. H. McGinnis of the Union Hardware & Metal Co.; George W. Green, board of governors of the N.R.H.A.; B. M. Hiatt, executive, Irwin Auger Bit Co.; J. C. Snell, C.P.A., of Los Angeles; George H. Eberhard of San Francisco; Ralph Feuerborn, Van Nuys, and A. A. Butterworth.

'The practice of large manufacturers putting all overhead on what is sold the retailers and nothing on what is sold the chains is all wrong," declared B. H. Hiatt, in speaking from the viewpoint of the manufac-"Large chains," he conturer. tinued, "like to do business with manufacturers who have at least 75 per cent of their trade with independent retailers, for several reasons, chief of which is the larger basis for allowances and that they can control resale prices. There is very little difference between selling costs to chains and to independents-not over 21/2 per cent. Some manufacturers have done an honest job in presenting their open statement of sales policy and are all members of the American Institute of Fair Competition."

"Business is coming back, and are you ready for it?" Sam Worswick asked his audience in the course of his inspiring talk on improved store (Continued on page 98)

# Panhandle Dealers Held Lively Convention

ITH the theme of "Cause and Cure of Today's Competition" challenging every man, the 27th annual meet of the Panhandle Hardware and Implement Association at Amarillo, Texas, swung into action on the morning of Feb. 4, and moved with a lively clip through two days of business sessions.

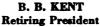
New officers are: President, W. E. Smith, Carlsbad, New Mexico; vice-president, R. F. Douglas, Shamrock, Texas; secretary-treasurer, C. L. Thompson, Canyon, Texas, reelected. Directors: J. A. Blackwell. Friona, Texas; E. R. Yates, Lamesa, Texas; M. L. Purvines, Panhandle, Texas; W. H. Spaulding, Clovis, New Mexico; P. R. Rosson, Hereford, Texas, and O. C. Watson, Clarendon, Texas.

Resolutions adopted protested the practice of manufacturers and wholesalers selling to non-hardware and implement stores merchandise, not regularly carried in stock, for resale. It was suggested that a permanent committee be appointed by the association to handle such cases. Other resolutions urged retailers to study the principles of the FHA and to use their influence to have the measure continued for at least another year. Seeking loyalty, retailers were asked to buy American binder twine and wholesalers and manufacturers were asked to cooperate by furnishing twine that could be sold at fair profit to all.

In opening the convention, President B. B. Kent challenged the hardware men with his subject, "Today's Competition." Highlights of his address were: "We, with our antiquated methods, are our own worst competitors." "Step outside and look at your store, see it as the customer sees it." "Open your eyes as you come in the front door." "Today's business makes three calls on every dealer. Be modern, use speed, be a good citizen."

T. C. Lively, Pampa, Texas,







W. E. SMITH New President



C. L. THOMPSON Secretary-Treas.

spoke on "Our Responsibilities." Tying in to the convention theme. Mr. Lively told how the vocational shift of figures from 75 per cent employed in the production field and 25 per cent in service work to a complete reversal of figures has now caused keen competition. Deploring the fact that for so long hardware dealers have considered that they had a "divine right" to sell all the hardware, Mr. Lively urged that they now accept the challenge and responsibility of new methods, new theories of financing, and take the offensive, rather than the defensive, in business methods.

"The Manufacturer's Answer" was brought by Wm. E. Hall, Jr., Fayette R. Plumb, Inc., Philadelphia, who explained the purpose of the American Institute of Fair Competition. Mr. Hall urged retailers to lend their whole-hearted support to the efforts of the institute.

With a copy of the adopted policy in the hands of each man, J. A. Blackwell discussed the N.R.H.A. "Policy for Hardware Dealers," and urged loyalty of the retailer to every phase of the declaration.

Glendon Hackney, N.R.H.A., Indianapolis, made a "Comparison of Operating Costs," urging that hardware men advertise more extensively. Mr. Hackney displayed

charts showing that hardware men are spending only 1.16 per cent on sales in advertising, while other stores spend as much as 4.5 per cent.

Discussing "The Future of Hardware Distribution," E. B. Gallaher, treasurer, Clover Mfg. Co., Norwalk, Conn., and editor, Clover Business Service, brought out an entirely different phase from that developed by Mr. Hall. In his analysis of the situation Mr. Gallaher said: "Accept the chains. Meet the chains. Sell values. Lump your buying power, as a unit it has power."

As guest speaker of the second day, H. E. Fuqua, Amarillo banker, observed a very marked uptrend in the farmer's purchasing power. "The farmer has the ability to pay, and because of his moneys got from government loans and better crops, the hardware business, sale of implements and building supplies will increase."

F. N. Langham, division manager, Minneapolis Moline Power Implement Co., Kansas City, was prevented because of illness from attending the convention, but H. K. Nelson, from the same office, read the splendid paper prepared by Mr. Langham on "Observations of 31 Years of Panhandle Progress." Mr. Langham reviews the way up and

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L. W. JENNINGS Retiring President



E. C. HERMANSON Secretary



V. E. ANDERSON New President

# Optimism Prevailed at Nebraska Meeting

PATTLING snowdrifts and cold weather, 165 Nebraska hardware merchants and speakers got off to a late start of the 35th annual convention of the Nebraska Retail Hardware Association at the Cornhusker Hotel, Lincoln, Neb., Feb. 4. During the three days of the meeting the members voiced optimism toward the future as they heard plans for revolutionizing merchandising methods and bringing prosperity back to their trade.

The meeting was opened by President L. W. Jennings, McCook. An invocation was offered by Rev. Walter Aiken and a welcome was given the delegates by T. B. Strain, president of the Lincoln Chamber of Commerce.

#### **Prosperity Ahead**

During the first day's session plans for the coming year were presented by Edward C. Hermanson, new secretary-treasurer of the association. He declared that big things are in store for the association during the next year, and with the cooperation of the members he expects to increase the membership and introduce new merchandising methods to the merchants of the State.

Outstanding on the opening day's program was the talk by H. M. Swain, vice-president, Irwin Auger Bit Co., Wilmington, Ohio, on

"Preferential Discounts, Rebates and Advertising Allowances." He substituted for B. M. Hiatt of the same firm, who was unable to attend.

#### Twenty-Five Year Club

A new organization within the association was formed which is to be known as the 25-Year Club. This consists of hardware merchants who have had 25 years continuous membership in the association. The delegates voted to officially recognize this group hereafter. There are approximately 60 merchants eligible to membership. Certificates of honor were presented to those who were present.

The second day's program was featured by Irwin Douglas, N.R.H.A. headquarters, Indianapolis, who spoke on "A Comparison of Operating Expenses," and E. B. Gallaher, Clover Manufacturing Company, "The Future of Hardware Distribution."

#### Competition

Both of the speakers mentioned the great competition retail merchants are facing in the form of chain stores. They told how independent retailers can meet such competition by organizing voluntary chains of their own with a jobber as the directing force. Carl Junge, advertising manager, H. P. Lau Company, Lincoln, a grocery jobbing concern which operates the Black Bird Stores in Nebraska, was the main speaker the third day. He explained the system by which this voluntary chain operates and advised the hardware men that their only hope against the chains was such a setup. The meeting was closed with a showing of the picture, "The Eyes Have It," by a representative of the Pittsburgh Plate Glass Co.

New officers elected at the meeting are: Victor Anderson, Havelock, president; L. E. Nelson, Omaha, vice-president; Carl Kollmeyer, Fremont, 2nd vice-president. Henry Spalding, Chaldron, and Clarence Zulauf, Wilcox, were elected to the Board of Directors for two years.

At a meeting of the Nebraska Hardware Mutual Insurance Co. on the afternoon of February 5, M. O. Trester was reelected president; F. W. Arndt, vice-president, and George H. Dietz, secretary-treasurer. M. E. Kerl, West Point; Fred Pelz, Holdrege, and C. C. Johnson, Omaha, were reelected to the Board of Directors for three years.

The afternoons of the meeting days were given over to the exhibit which was staged in the Herpolsheimer Bldg., where 53 exhibitors showed their wares.

Entertainment of the convention was varied. The ladies were entertained at a tea and bridge at the Cornhusker Hotel the afternoon of February 4. A luncheon was held for the ladies on February 5. A theater party was held the evening of February 4.

The Lincoln Chamber of Commerce held a funfest for all members, ladies and guests the evening of February 5 at the Cornhusker. Early the morning of February 6 all delegates met for breakfast, and Thursday evening members, their wives, exhibitors, employees and guests enjoyed the moving pictures of the Nebraska University football team in action at the Rose Bowl game. These pictures were taken and shown by Ed Weir, former All-American and now assistant coach of football of the University of Nebraska.

## California Dealers Report Improved Business Conditions

PTIMISM was the keynote of the 35th annual convention of the California Retail Hardware Association, which ended here Wednesday afternoon, February 5, after a three-days' session at the Casa del Rey hotel in Santa Cruz. Delegates from all parts of the State told of improved business conditions in their own localities, and several of the prominent speakers made this point one of their main topics.

About 250 delegates attended the three-day conclave, the first to be held at Santa Cruz, and were so impressed with the weather conditions and the friendly attitude taken by the residents of the seashore city that they resolved to come back in the near future, although they named San Francisco as their 1937 meeting place.

One of the big factors for the showing of optimism was the welldelivered speech by George Eberhard, San Francisco, manufacturers' representative for several hardware lines, president of the large San Francisco wholesale firm bearing his name. Mr. Eberhard was the principal speaker Tuesday afternoon and he thoroughly discussed hardware from one end to the other. mixing in politics of national importance and business in general. Some of the things the speaker predicted was that the nation is starting in the greatest prosperity it has ever known, and California will be in the center of it. He said the nation's debt when talked about in millions of dollars was nothing compared with the wealth of the country when its resources were concerned.

Other important speakers at the convention were Samuel Leask, Jr., Santa Cruz, a member of the California Unemployment Reserve Commission, a branch of the Social Security Act. Mr. Leask, is an outstanding authority on taxes and other related subjects. He outlined the State law pertaining to the



A. W. MacKILLOP Retiring President



H. M. WEEKS New President



LeROY SMITH Secretary

Social Security Act; told of the privileges and regulations of the commission and the most practical methods of applying the act to the various businesses. Following his talk, he answered many questions put to him by his listeners, who were uninformed on some of the regulations of the commission.

Earlier in the morning session C. C. Carter, Carthage, Mo., president N.R.H.A., gave a talk on operating costs. He compared the overhead of retail hardware stores with that of variety and chain stores. He used charts to illustrate his talk. He found that the chain stores' biggest overhead item is advertising and rentals; the variety stores' biggest overhead is rentals, with advertising coming second, and the independent's biggest overhead is salaries, which are bigger than either the two previous types of stores. He believes the independents would go further if they would advertise their wares more.

Ben F. Halliday, San Francisco, sales manager, Dunham, Carrigan and Hayden Co., wholesale hardware, told of the difference in quality of the stock handled by chain organizations and independent distributors. He treated some wire fence with a powerful acid to substantiate his talk, using a piece

of fence purchased at a chain store and a piece of independent wire fence. The chain store wire was dissolved after three minutes in the acid, while the independent's wire lasted seven minutes, to bolster the speaker's contention.

Albert L. Walters, manager of the Home Owned Businesses of California, told the group about the purposes of the organization, pointing to the gain in membership to show how popular the organization has become.

In connection with his talk on Home Owned Businesses, Mr. Walters said there are 59 California communities with active locals, 5891 retail members, 179 wholesale members and 2387 salesmen carrying their cards.

Other speakers talking during the three-day conclave were: M. C. Gebert, manager, hardware department, Turner Hardware & Implement Co., Stockton, Calif.. who talked on "Making Your Store More Attractive." E. F. Seagrave, manager, central division, The Paraffine Companies, Inc., San Francisco. who spoke on organizing a department for creative selling.

Officers elected for the coming year were: H. M. Weeks, Sebastopol, president; Fred L. Parker.

(Continued on page 96)



# MAY WE SHOW YOU THE OPPORTUNITY of the YEAR

## for a Real Money Making Paint Department?

The heart of ALABASTINE'S OPPORTUNITY of the YEAR is an AGGRESSIVE, LOCALIZED advertising and merchandising program. This program is GUARANTEED to earn BIG MONEY for qualifying dealers on ALABASTINE'S new, complete, and DEFINITELY SUPERIOR line of oil paints, enamels, varnish, water paints, matched brushes, and accessory decorative products.

The OPPORTUNITY is for INDEPENDENT merchants EXCLUSIVELY. It supplies them with the WEAPONS THEY NEED IN THEIR OWN COMMUNITY to MEET and BEAT the competition of national chains, factory branches and mail order houses. It is OPEN to ONLY ONE independent merchant in EACH trading area.

The coupon will bring YOU details.



If you are interested in an OPPOR-TUNITY to make your paint department the MOST PROFITABLE in YEARS, we invite you to fill in and mail this coupon.

THE ALABASTINE COMPANY, 836 Chicago Drive, Grand Rapids, Michigan.
I am interested in knowing more about your OPPORTUNITY of the YEAR. You may supply me with particulars.
STORE NAME
ADDRESS
CITYSTATE
SIGNATURETITLE

# Competition Studied by Illinois Dealers

URES for competition in the retail hardware business do not involve prices to the extent that they involve planned merchandising activities, and larger and better utilized advertising space. That fact was definitely established at the 39th annual convention of the Illinois Retail Hardware Association meeting at the State Armory in Peoria on Feb. 4, 5 and 6, when 700 registered dealers, exhibitors and guests held a successful convention in spite of severe cold and snow-blocked highways.

The convention pondered over the matter of competition and concluded that the solution lies in old-fashioned hours and hard work. Dealers agreed that inasmuch as methods of competition are known. the methods can be applied in a large measure by retail stores. They further concluded that the ultimate solution rests with closer cooperation between wholesalers and retailers and the carrying out of modern merchandising methods.

Maurice L. Campbell, Benton. succeeded Harry O. Ryan, New Holland, as president of the association. and other officers chosen were W. H. Althoff, West McHenry, vice-presi-

dent; C. G. Soedler. Peru; Phil Soukup, Jr., Elmhurst; and Carl Merkel, Quincy, directors. Mr. Ryan became chairman of the advisory board, including Paul W. Freeman, Urbana, and Herbert W. Giessing, East St. Louis. G. R. Swank, Galva, retired from that body, and C. G. Gilbert, Chicago. was retained as managing director.

Borrowing from his experience as an independent dealer and buyer. Veach C. Redd, Cythiana, Ky., past president of the Kentucky Retail Hardware Association, advocated the concentration of purchases with one supplier, and group buying where surrounding circumstances are favorable. He advanced still other pertinent suggestions for a successful business centering around the prompt payment of bills. a knowledge of merchandise and community, and the control of buying so as to spread it over the greatest number of items in demand.

A four-point merchandising program was offered by Paul B. Sweger, Lima, Ohio, president of the Ohio Hardware Association and general manager of the Jones Hardware Co. It consisted of: the placement of as much business as possible with one supply house; the

right kind of merchandise at the time the customers want it and at prices they want to pay; use of advertising and other aides for selling; and rearrangement of stores so as to induce sales. Mr. Sweger believes hardware men spend too much time in buying and not enough time in selling, and told Illinois dealers their greatest enemy is not price competition of syndicate stores, but their unwillingness to change old methods and a distaste of real old-fashioned hours and hard work.

Comparing the cost of doing business between retailers and syndicates, Mr. Campbell, newly elected president, reiterated the view that by proper management the independent retailer can lessen the existing differential. His views were substantiated by Rivers Peterson, editor Hardware Retailer, Indianapolis.

Evidence that hardware men "are on their toes" was presented the convention by Mrs. Dorothy Kewley, Springfield housewife, who made a survey for the Illinois association in 1935. She found an increase of 247 per cent in sales per call on a shopping tour of nine stores in which she spent more money than she did in 46 stores in three years ago. Mrs. Kewley convinced dealers that women like to buy in hardware stores when clerks are friendly, courteous and enthusiastic about the merchandise they have to sell.

Among other speakers appearing before the convention were: Paul Crissey, Chicago, sales manager A. J. Katsinger & Co.; C. F. Emerson, also of Chicago, assistant to the president, Illinois Grocery Association; and State Representative Le-Roy Green, Rockford, who discussed social security legislation.

Taking up business matters during the closing session, the association, by resolution, commended those jobbers who have recognized the situation in which retailers are placed by the underbuying privileges of their major competitors, and who are making consistent effort to furnish their customers with comparable goods at comparable prices and otherwise assist in solution of competitive problems.

The association went on record demanding curtailment of governmental expenditures and operating costs, registered opposition to price-filing, whether in connection with trade practice conferences under supervision of the Federal Trade Commission, or otherwise, and ex-

(Continued on page 98)



HARRY O. RYAN Retiring President



MAURICE CAMPBELL
New President



C. G. GILBERT
Managing Director

### TWO PROFITS INSTEAD OF ONE

Sell the Screw Driver—Sell the Pail

And the Pail is FREE

A profitable selection of fast selling screw drivers, furnished in a pail, FREETO YOU, that will retail at 30%.

The Retail Value \$7.50

Dealer's Cost - - 4.80 YOUR PROFIT - - \$2.70

#### No. 400 Assortment To Retail at 10 cts. Each

Six doz. assorted—Four doz. Mechanic's type 3-4-6" blades, hardwood handles in natural and red lacquer. Two doz. Electrician's type  $2\frac{1}{2}$ -4-6" blades, in sulated handles.

Order Through Your Jobber



The BRIDGEPORT HARDWARE MFG. CORP.

**Bridgeport** 

Conn.

## North Dakota Dealers Want Anti-Discrimination Legislation

EXPRESSING strong support of legislation designed to eliminate discriminations against independent trade and commending jobbers for their cooperation in lowering prices enabling the independent dealer to meet competition, as potential attributes to the "Causes and Cures of Today's Competition," the fortieth annual convention of the North Dakota Retail Hardware Association was held at Devils Lake, Feb. 4 to 6. Despite sub-zero temperatures and blocked roads, more than 150 delegates assembled for the convention in an air of enthusiasm.

Opposition to the steady rise of local, State and Federal taxation was strongly voiced by the delegates, demanding that the cost of governmental activities be kept within the means of the people to pay "as a protection against the heavy tax burdens which will otherwise flow to future generations." Positive opposition was also expressed to the passage of the Walsh Government Contract bill, the O'Mahoney Licensing bill and the Black bill for a thirty-hour week. In the same vein, they endorsed the American Institute of Fair Competition and called on the National Association to also endorse its principles and

Two speakers touched highly upon the convention theme, "Causes and Cures of Today's Competition," with Ralph W. Carney, sales manager, Coleman Lamp and Stove Co., Wichita, Kan., leading off the attack on the evening of the first day's session. His address, "Welding the Weakest Link," was heard by a public gathering, spotted mostly by salespeople of Devils Lake stores.

Mr. Carney declared that "The most neglected, the least emphasized, the least appreciated of all kinds and classes of salesmanship, is that of retail salesmanship."

Representing the National Association, Hobart M. Thomas, N.R.H.A. director, Creston, Iowa, in a dis-



A. F. HOFF New President



OSCAR S. HILMEN Retiring President



LOUISE J. THOMPSON Secretary

cussion of operating costs, pointed out that the wholesaler-retailer system of distributing hardware spends too little for advertising. Exhibiting a chart to make an itemized comparison of operating costs of hardware wholesalers and retailers and those of other distributors, Mr. Thomas showed that the hardware trade spent an average of only 1.16 per cent on sales for advertising, as against 4.35 per cent by department stores. He declared the hardware trade is paying a real penalty for its failure to utilize advertising more effectively.

A banquet was held in the Great Northern Hotel on Feb. 5, at which 240 delegates and their guests were present, while on Thursday night the delegates were entertained at a dance in the Elks ballroom.

#### Discussion

A discussion by dealers on their own problems was conducted by Howard Connolly, Devils Lake, past president, in which advertising, selling and other phases of the retail industry were introduced.

Work of the association was outlined to the delegates by Oscar S. Hilmen, president, who stressed the strength of the membership and its prestige in helping the retailers to solve their problems.

Harry Olson, Traverse City, Mich., representative of the Acmeline Manufacturing Co., speaking for John L. Novak, secretary and general manager of that firm, who was unable to be present, outlined the Patman bill, reciting the magnitude of the discriminations against the independent merchant and the consequent effect upon the country's economic structure.

Secretary Thompson, speaking on the first day's program, emphasized effective and cooperative sales policies, reviewing the various methods of independent merchants following a survey of stores in North Dakota.

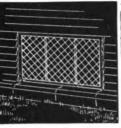
"Sell on performance of the article you are selling," was the keynote of the address by B. B. Turner, sales promotion manager, Globe American Corp., Kokomo, Ind., who spoke on "Inside Facts."

"Hardware Mutual Insurance" discussed by W. E. LaPlante, United Hardware and Implement Mutuals, Grand Forks, N. D., told of how mutual insurance premiums paid would keep the money in North Dakota, indirectly coming back into the pockets of the policyholders.

James B. Dargavel, manager, Shenandoah Pharmacy, Minneapolis, speaking on "What Others Are Doing" deplored the practices of cut rate institutions and described rem-

(Continued on page 98)













LAWN FENCES

**CELLAR WINDOWS** 

SCREEN DOORS

TENNIS COURTS

**TRELLISES** 

POULTRY YARDS



#### HOW IT IS MADE

Gray-Diamond Welded Fabric is made from Copper Alloy Open Hearth Steel Wire... a special alloy which due to its copper content provides rust-resisting tendencies. Furnished hot gaivanized or green painted.



After two years of research and experimentation Wickwire Brothers have developed this new fabric for our many users of Wire products. By our special process of welding, this fabric becomes much stiffer and stronger than twisted netting or woven wire cloth. Each mesh is uniform and firm. No slipping or sagging . . . will withstand terrific strains, knocks and hard usage.

#### GRAY-DIAMOND WELDED FABRIC HAS MANY USES

It is much more attractive than twisted or woven meshes. It has greater strength than other types of fabric. Some ideal uses are:

TRELLISES
REINFORCEMENT for CELLAR
WINDOWS and SCREEN
DOORS
ORNAMENTAL ENCLOSURES
for TENNIS COURTS
KENNELS
LOCKER FRONTS

LOCKER FRONTS
POULTRY YARDS

FLOORING in CHICKEN COOPS
DOG KENNELS
FLOWER BED GUARDS
MACHINERY and BELT GUARDS

REINFORCEMENT of CEMENT FLOORING and STUCCO WALLS

#### FURNISHED IN THE FOLLOWING SIZES AND WEIGHTS

HEAVY 150 lineal feet bales; 2 feet, 3 feet or 4 feet wide. 18 gauge wire I inch mesh. LIGHT 150 lineal feet bales, 2 feet, 3 feet and 4 feet wide. 20 gauge wire, I inch mesh. Furnished also in 2 inch mesh same widths—18 gauge.

#### WICKWIRE BROTHERS

MILLS AND OFFICES CORTLAND, N. Y.

LOCKER FRONTS

DOG KENNELS

WELDED FABRIC

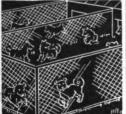
DIE ROOTHER

CEMENT AND STUCCO REINFORCEMENTS

SAFETY GUARDS

FLOWER GUARDS

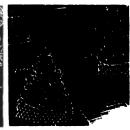












# Four Hundred Attended Wisconsin Meeting

ESPITE a severe snowstorm the night preceding the opening session, followed by sub-zero weather which blockaded highways and crippled train service, more than 1400 hardware men gathered at the Milwaukee Auditorium, Milwaukee, Feb. 4, 5. 6 and 7, for the 40th anniversary convention of the Wisconsin Retail Hardware Association. The keynote of the convention, "Causes and Cures of Today's Competition," lent itself to spirited business sessions well worth the time of those who were able to attend.

The opening address of President Hugo Trilling, Sheboygan. presented a review of the work accomplished by the association during 1935 and reported a membership increase of 136. Business prospects for 1936 were indicated as being favorable with Wisconsin hardware dealers' sales in 1935. showing an increase of 18 per cent over the previous year.

Information developed by the committee of which he was a member to investigate the activities of the American Retail Federation and the trade practices of chain organizations was outlined by Congressman Gerald J. Boileau, Wausau. Wis., in his address on "Manufacturers' Discounts, Rebates and Allowances." As a solution to this unequal competition, Congressman Boileau recommended amending present laws so as to protect the independents' business. In closing. Congressman Boileau warned against the possible passage of a transactional sales tax as a means of raising money to meet some kind of old-age pension legislation.

E. W. Peterson, Florence, Wis... extended greetings from the national association and assisted H. A. Lewis, executive secretary of the Wisconsin association, in presenting some 60 certificates of membership in the organization's 25-Year Club. which has approximately 250 members

Mr. Lewis, as the next speaker discussed "A Policy for Hardware Retailers," and read the merchandising principles promulgated by the board of governors of the N.R.H.A.

The answer to preferential prices granted to chain organizations and mail order houses is the American Institute of Fair Competition, Joseph H. Plumb, Fayette R. Plumb. Inc., Philadelphia, Pa., declared in his talk on "The Manufacturers' Answer," outlining the history and purpose of this organization.

As the closing speaker on the Wednesday morning program, D. W. Northrup, Henry G. Thompson Sons, New Haven Conn.. advocated that manufacturers publish sales policies as a means of eliminating secrecy in business practices. At the same time, he pointed out that any published sales policy not backed by a contract to protect it is worthless.

At the special Wednesday evening session, Carl V. Haecker, retail display manager, Montgomery Ward & Co., Chicago, in his address on "Bringing the Customer to the Merchandise." described various modern methods of display designed to effectively entice the customer into one's store.

The history of the consumer cooperative movement in Europe and its growth in the United States through governmental agencies as well as churches and schools were outlined by J. A. Fitschen, general manager, Wisconsin Hardware Co., dealer-owned wholesaler, Madison, Wis., whose talk was entitled, "New Legislation-Will It Put Retailers Out of Business?" Mr. Fitschen, who has made a study of this subject for the past seven years, presented all sides of the question in a manner permitting his listeners to draw their own conclusions as to the desirability of such a system, which he indicated, if it becomes operative, will change the entire economic setup of this nation.

Opening the Thursday morning program, H. P. Sheets, managing director-editor, N.R.H.A., Indianapolis, in his address on "A Comparison of Operating Costs," pointed out that the typical hardware store is primarily dependent upon the wholesaler-retailer system of operation. He recommended that the independent hardware dealer give special attention to operating costs, and declared he believed the chain and department stores make their payroll dollars work more effec-

(Continued on page 94)



HUGO TRILLING Retiring President



THEO. SUENNEN
New President

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H. A. LEWIS Secretary

Secretary



# Texas Wholesalers Discuss Preferential Prices

**THE** subject of Manufacturers Discounts, Rebates and Allowances, was the theme of the Semi-Annual Meeting held by the Texas Wholesale Hardware Association at the Adolphus Hotel in Dallas on the afternoon of Jan. 21. The meeting was held in conjunction with the three-day convention of the Texas Hardware & Implement Association, and gave the jobbers the opportunity to fraternize with the retail dealers and to view the large number of lines of merchandise on display. Members of the Texas Hardware Boosters Club were invited guests at the Open Session and their organization was well represented.

The first speaker, W. E. Hall, Texas representative, Fayette R. Plumb, Inc., Philadelphia, Pa., addressed the meeting on the subject: "The American Institute of Fair Competition," outlining the origin and purpose of the Institute, which has as its members, some of the largest and most reputable manufacturers in the United States. Mr. Hall stated that the Institute was organized in response to a growing demand on the part of the trade for some method whereby the manufacturers could not only publicly state their sales policy, but could guarantee its effective performance.

D. W. Northup, president, Henry G. Thompson & Son Co., New Haven, Conn., addressed the meeting on the subject: "Manufacturers' Discounts, Rebates and Allowances," and after discussing various phases of this problem, Mr. Northup advocated that those in the trade who would like to determine a manufacturer's true sales policy should examine it for answers to the following questions:

1. "Do you publish an extreme discount below which you do not sell to any distributor or jobber or in any other channel of distribution?

2. "When you change prices to one distributor or jobber or in any

channel of distribution, do you immediately give prices and terms equally as favorable to all distributors and jobbers?

3. "Do you give more favorable prices and terms than your published extreme prices for distribution and jobbers in any form including the following: (A) Rebates, (B) Special Discounts, (C) Protection Against Price Decline, (D) Consigned Stocks, (E) Advertising Allowances, (F) Packing Allowances, (G) Carting Allowances, (H) Special Freight Allowances.

4. "If you sell to distributors and jobbers at prices based on quantity purchases, do you offer all distributors and jobbers the same quantity, prices and terms?

5. "Do you sell the mail order house and chain store at prices and terms more favorable for the same article than you do the retailer?

6. "Do you sell private brands or unbranded goods at prices lower than the same article manufactured by you under your factory brand?

7. "Do you offer to all distributors and jobbers in all channels of distribution any special grade, quality, design or type or articles you manufacture at the same prices and terms?

#### Fair Competition Label

"If the manufacturer's answers to the foregoing questions are acceptable to you, you should then insist upon securing the protection of the American Institute of Fair Competition through its label, guaranteeing the performance of the manufacturer's published sales policy."

In closing his address, Mr. Northup said in part:

"While as an association you cannot collectively decide to buy from some manufacturer and not buy from other manufacturers, you can as individuals decide to buy from whomever you like. The way to make your decision the most effective is for you to advise your wholesaler that you will only buy in the future those lines of merchandise produced by manufacturers who give you a legal contract for your protection. Your wholesaler wants to supply you with the merchandise you desire, so the demand for protected merchandise must come from you. I, therefore, urge your support to the American Institute of Fair Competition, and that you buy, wherever possible. only from manufacturers who definitely protect your interest with a contract guaranteeing the faithful performance of their sales policy.'

W. C. Coleman, president, Coleman Lamp & Stove Co., Wichita, Kan., in his address, stated that the sales policy of his concern closely approached the principles promulgated by the American Institute of Fair Competition, and that the Coleman policy was generally known by the trade.

R. B. Estes, representative, Federal Housing Administration, Dallas, talked on the benefits to be derived by the hardware industry from the Federal Housing Act.

R. L. Thornton, president, Mercantile National Bank, Dallas, made an inspirational talk on the subject: "The Future Outlook for Texas and the Southwest."

During the executive session, Edwin W. Flato, Corpus Christi; C. J. Groos, Austin, and C. S. Roberts, Sherman, were appointed as a Nominations Committee to be heard from at the next annual convention.

The Executive Committee reported its selection of Galveston as the convention city, with headquarters at the Buccaneer Hotel, for the annual meeting to be held on June 19 and 20, 1936.

On Monday evening, preceding the meeting, the association's membership was entertained with a stag dinner in the Palm Room of the

(Continued on page 100)



# "HOW MANY REFRIGERATOR LINES DO YOU HANDLE?"

"Take a tip from one who knows: Any refrigerator manufacturer can offer discounts—but none can guarantee net profit. I used to handle two lines of refrigerators and pushed the one that gave me the longest discount—and what a headache! Service expense cut into my profit, slow turnover ate up the rest, customers complained, and I lost all around."

# The New 1936 GENERAL ELECTRIC Refrigerators are now ready for display . . .

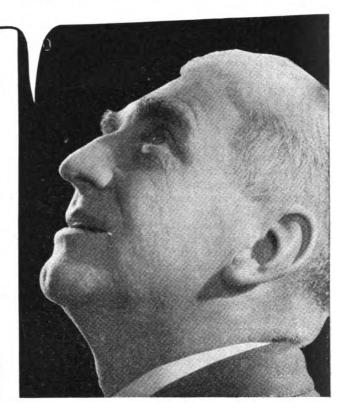
New Cabinet Styling... New Convenience Features ... New Low Operating Cost. A complete line—Monitor Top, Flatop and Liftop models—any size, any style, any price! With General Electrics you only need the one line for a complete display and complete price range. And, instead of the usual 6 or 7 stock turns, G-E Refrigerator dealers average 12 stock turns a year. The G-E sealed-in-steel mechanism—long famous for its dependable, trouble-free performance at low cost—now gives "double the cold" with 40% less current.

General Electric Company, Appliance and Merchandise Dept., Section HA2, Nela Park,

# Merchandise Dept., Section HA2, Nela Park, Cleveland, Ohio.

# "ONLY GENERAL ELECTRIC

... and I average 12 stock turns a year."



## North Coast Dealers Anticipate Prosperity Era

DEFLECTING notes of optimism and confidence that 1936 will presage a year of "better times" in the hardware industry, an enthusiastic gathering of delegates to the annual convention of the North Coast Hardware and Implement Association held at the Olympic Hotel in Seattle, Jan. 30 and 31, cheered a "new era" of business prosperity.

A. R. Quackenbush, Eugene, Ore., was named president of the association for the ensuing term. Mr. Quackenbush succeeds C. G. Jennings, Tacoma, Wash., who rounded out two years of service as head of the association. Portland, Orc., was selected as the site of the 1937 conclave.

Speakers radiated assurance in the steady climb of retailers to higher ground, while this affiance was echoed noticeably in the tone and spirit of delegates. Retailers were told to heed the new "upswing" in business and gird for the coming "prosperity" period anticipated by the expected outpouring of bonus money through trade channels. Keynoters struck sharply at pessimism and urged "faith" in the future. Stronger association contacts, common-level understanding between wholesalers, jobbers and retailers with the supporting theory that hardwaremen should "use some of their own paint on their own buildings," were convention highlights.

During the two-day meet, sessions were spotted with a variety of timely and interesting talks by speakers whose subjects ranged the full gamut of hardware problems and activity. There were, for example, constructively helpful discussions on "Thoughts on Distribution," by Nathan Eckstein, Schwabacher Bros., Seattle, Wash.; "Review of Credit Information," by W. J. Huntley, Retail Service Bureau, Seattle, Wash.; "Profit Planning," by A. W. Russell, Charles H. Hadley Co., Seattle, Wash.; "Policy for Retailers," by Ray Cavanaugh, Auburn, Wash.; the "Social Security Act," by Walter F. Meier, Seattle



A. R. QUACKENBUSH New President



C. G. JENNINGS Retiring President

civic leader, and "The Manufacturers' Answer," by H. M. Hiatt, vice-president, Irwin Auger Bit Co., Wilmington, Ohio.

#### What Retailers Are Doing

Discussing "What Retailers Are Doing," N.R.H.A. President C. C. Carter, Carthage, Mo., told delegates that hardware dealers may expect closer cooperation from wholesalers who are devising means of counteracting syndicate store inroads with application of progressive advertising, merchandising and business management methods. On syndicate store competition, President Carter said that retailers have only themselves to blame, and he urged that goods be displayed attractively and sold with dispatch. In a final parting dart at cut-rate dealers, Mr. Carter warned, "You have let the chiseling element in to cut prices. It is up to you retailers to determine why your business is slipping and effect an immediate

Friendly cooperation by hardwaremen with their wholesalers and jobbers was stressed by several speakers. A. H. Heath, Hunt & Mottet, Tacoma, Wash., reminded delegates to "put management behind resources."

"Get your stores in shape, replen-

ish your stocks and prepare for the splurge of bonus cash which will be circulated through trade markets in June," advised Dr. W. J. Hindley, secretary, Retail Grocers of Washington. Seattle. He declared that veterans will spend upwards of two billion dollars and a fair slice of this huge sum will be expended for hardware and implements.

Dr. Hindley's spirited address on "Sales Promotion by Syndicates" was a convention high-mark. The national tendency of business is toward syndicalism of goods, merchandise and produce. Delegates were admonished to put a "stop light" on the growing expansion of syndicalism within the industry. Individual attention to customers, injection of personality, commonsense judgment, pushing necessary legislation and a live-wire association-fired with a personal interest in each retailer—is needed to combat the wedge of syndicalism, he declared.

Eagle Freshwater, advertising manager, Seattle Post-Intelligencer, placed himself in the role of adviser and instructed cryptically, "Use some of your own paint on your buildings . . . be good storekeepers, keep your store up in appearance, style, cleanliness and

(Continued on page 100)



#### SPECIAL Assortment Case No. 3

Introductory assortment at a special price.
Allows you over 50% mark-up!

18—1 lb. pkgs. Dic-A-Doo Cleaner at \$2.10 doz. . \$3.15
2 Display Containers Dic-A-Doo Paint Brush Bath—4 doz. 5c packages, at 40c doz. . . 1.60

Regular Cost . . \$4.75

Supply of FREE 1 oz. Sample Cleaners, Circulars and Display Card. • All in one convenient shipping case.

#### SPECIAL

For the \$4.56

Retail \$6.90 Value

Profit \$2.34

### Iowa Retailers Discuss Today's Competition

"CAUSES and Cures of Today's Competition" was the theme covered exhaustively by speakers at the 38th annual convention of the Iowa Retail Hardware Association, held in Des Moines. Feb. 11-14, at the Savery Hotel; the exhibit held in conjunction, consisting of products from 35 states and displayed by 170 exhibitors, was in the Coliseum.

The convention adopted a resolution voicing continued opposition to the Iowa Retail sales tax and urging repeal of that measure. It was pointed out that the sales tax was just another tax and that the promised replacement feature was not realized.

Other resolutions praised the Iowa chain store tax law, asked for a halt in governmental expenditures, opposed the practice of some wholesalers in opening retail outlets and praised efforts in Congress to legislate against alleged discrimination against independent retailers.

Due to a blizzard that blocked the highways, the Tuesday morning part of the program was held over for Wednesday morning.

The total registration on the second day included about 600 hardware dealers or their representatives, a good attendance considering climatic conditions.

The meeting began Wednesday morning with a complimentary breakfast for members and exhibitors given by the Iowa Hardware Mutual Insurance Co., Mason City.

Mutual Insurance Co., Mason City.

President Harry E. Vieth, Oakland, gave a brief history of the association from its founding in Pottawattamie County in 1898 by his father, A. C. Vieth, the first treasurer of the association, and P. C. DeVol and H. A. Cole of Council Bluffs. The association now numbers over 1000 members.

D. W. Northup of Henry G. Thompson & Son Co., New Haven, Conn., followed with a talk on the manufacturers' problems. "By a Manufacturer Who Knows!" was his subject.

The next speaker, A. C. Krammeier, Mason City, field service



H. E. VIETH Retiring President



J. A. VAN NESS New President



PHILIP R. JACOBSON Secretary-Treas.

manager for the Iowa Retail Hardware Association, discussed sales promotion. He used charts to show seasonal trends in selling and how accurate records kept by the dealer each year would indicate these peak items and be an aid in promoting selling and in buying stock. Other selling suggestions were: Best sellers' list for every month of the year; attractive window displays for advertised items; suggestive selling; clean compartments; quality merchandise and a check list every month showing new, older and oldest stock was suggested as an aid in stock reduction sales. A threecheck inventory was advanced as the best plan to get an accurate listing of stock.

"A Policy for Hardware Retailers" was the topic of an address by Philip R. Jacobson, Mason City, association secretary.

The final speaker on Wednesday's program was H. A. Church, Elkhart, Ind., of Lux-Visel, Inc. "The Destructive Effect of Two Times Prime Cost of Distribution" was his subject, illustrated with charts to show how a two times prime cost of direct buying system will force down the national income and increase unemployment. He gave Department of Commerce figures showing prime producers and non-prime producers and also figures to prove that in order to make a profit the retail price must be three times the basic cost. He gave an illustration to show how a chain store or large buyer could, by direct buying, sell at a figure less than the retailer could purchase the goods. However, he struck an optimistic note and predicted a peak boom by 1938.

One hundred and seventy association members were eligible to membership in a 25-year club that was organized at a luncheon at Hotel Savery, and were presented with certificates and badges.

Paul J. Stokes, Indianapolis, Ind., of the National Retail Hardware Association, gave a comparison of operating costs between retail merchants and chain stores and mail order houses. He stated that equality hinges upon three elements: first, price at which goods are obtained from the manufacturer; second, cost of distributing goods to consumer; third, efficiency with which you sell. He gave a comparison of expenses for each 10,000 retail sales as regards jobbers and retailers and variety stores and mail order houses, naming rent, salaries of employees, first cost of goods, cash basis, manager's cost, interest and insurance. He said that a slower turnover results in higher insurance and taxes, that retail merchants must keep each outlay under control and that greater selling efficiency is the greatest need of retail stores.

"Manufacturers' discounts, rebates and allowances," was the subject discussed by George J. Schulte, Interstate Grocer, St. Louis, Mo. Mr. Schulte came to Des Moines last winter and helped put the Iowa chain store tax through the Iowa Legislature. He made comparisons between

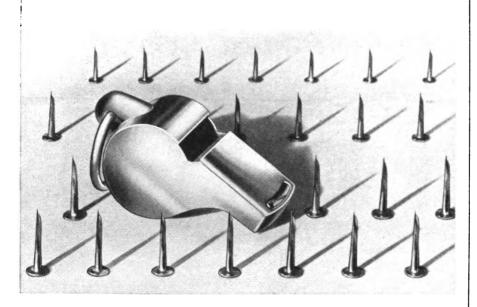


THE GLIDDEN COMPANY • Cleveland, Ohio

material to finished package—watched

Paints
Varnishes
Everywhere on Everything
Enamels

Take the word of an old timer-I know.



# CLEANER than a Whistle!

A Cross Sterilized Tack has a tough time getting out of our factory! After it leaves the machine it has to pass a lot of tests for accuracy. Then it goes to the cleaners!

It is washed in strong solutions that remove every particle of grease and grime, after which it is blued in high-heat electric furnaces.

Cross Sterilized Tacks are packed for large and small quantity sales. Big users get them in clean boxes, lined with waterproof paper. Retail buyers have the handy ½, ¼, ½, and 1 lb. cardboard boxes. Retailers can have ½ gross assortments in wooden cases, 3 dozen assortments in display containers. But no matter how packed, the tacks reach you clean, 100% usable.

Do you know of any whistles with a record like that?

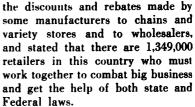
Ask your jobber-or us-for samples. All standard styles, sizes.

UPHOLSTERERS · CARPET · CARPET LAYING · COPPER WEBBING · GIMP · HIDE · LACE · WIRE CLOTH STAPLES BILL POSTERS · DOUBLE POINTED · CLOUT NAILS

Sold in these distinctive boxes RED—BLACK—WHITE

YOUR JOBBER HAS CROSS, OR CAN GET THEM FOR YOU

W.W.CROSS & CO.INC. EAST JAFFREY, N.H.



J. D. Evans of the Marshall Canning Co., Marshalltown, in a brief talk on "What Others Are Doing," mentioned the policy of chain stores in government and salesmanship and advised his audience to "Get an ideal, put something into it and get results; have vision or imagination, picture things as they ought to be instead of as they are; get enthused about business, pep it up, stick to your program, and you will succeed."

B. B. Turner of the Globe American Corp., Kokomo, Ind., stressed the need for the retailer to not be afraid of competition, that he must know his own goods and also that of his competitors for the sake of comparison. He affirmed that "today is a golden opportunity for retailers because people want uses, not things." He advised that retailers should learn how to sell if they want profit in business, as the greatest need is salesmanship in selling. Know the product, sell service, sell by comparison and be sincere.

"The Manufacturer's Answer" was the title of the address delivered by Joseph H. Plumb of Fayette R. Plumb, Inc., Philadelphia, Pa. He spoke of the reasons why preferentials are given by some manufacturers to catalog houses and chain stores, although he said it is not so general in hardware lines.

Frank D. Paine of the extension service division of Iowa State College then described the sales possibilities under the rural electrification program of the Federal Government and advised the retailers to get in touch with their local county agents and attend any meetings the farmers may hold.

N. H. Neilson, secretary of the Retail Merchants' Association. Des Moines, explained the Social Securities Act, and this was followed by a question-and-answer discussion on the subject. The questions were asked by Secretary Jacobson and answered by Mr. Nielson.

John Connolly, Jr., legal counselor for the Independent Business Men's Association of Iowa, discussed the Iowa chain store tax from a legality standpoint and gave a resume of the fight for the Iowa chain store tax

He told of the decision given by



a Polk County judge in the District Court that the tax was valid and that this decision was partly reversed by three judges of the Federal Court who ruled that the tax on the number of stores was valid, but that the tax on the volume of business was invalid. He urged the convention members to work for an occupation tax large enough to limit chain stores.

John H. DeWild, Minneapolis, representing the trade extension of the Minneapolis Civic and Commerce Association, told the retailers that in spite of the temporary setback in sales caused by the bad weather in January and February, the country stores are face to face with the greatest prosperity they have known for years and that the trend in retail business is very definitely upward.

The members of the association were entertained on Wednesday night by the Barn Dance Frolic Entertainers of radio station WHO.

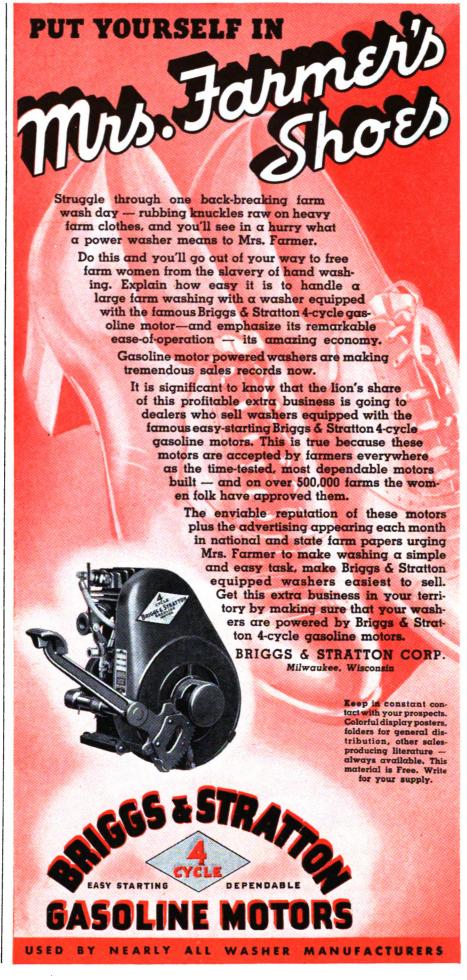
The annual ball was held on Thursday night.

The following officers were elected for the ensuing year: President, J. A. Van Ness, Mason City; vice-president, Harry Jacobs, Davenport; secretary and treasurer, Philip R. Jacobson, Mason City, was reelected.

New board members named were A. C. Hansen, Holstein, and C. E. Pedrick, Douds. Holdover members are Frank Rogers, Ames, and C. Ben Bjornstad, Spencer. Harry E. Vieth, Oakland, retiring president, automatically becomes a member of the advisory board, the other members of which are Louis L. Hill, Postville, and E. E. Brenner, Marshalltown.

The 18th annual session of the Ladies' Auxiliary of the Iowa Retail Hardware Association was opened with a luncheon on Wednesday in Younkers' tea room, tendered the ladies by the convention bureau of the Des Moines Chamber of Commerce. A theater party completed the entertainment for the afternoon. The business session followed a one o'clock luncheon Thursday at the Fort Des Moines Hotel. New officers elected were: President, Mrs. A. C. Hansen, Holstein; vice-president, Mrs. Rex McCleary, Perry; secretary, Mrs. L. C. Kurtz. Jr., Des Moines.

Mrs. L. C. Kurtz, Sr., opened her house for a four o'clock tea on Thursday afternoon. She was assisted by Mrs. L. C. Kurtz, Jr., and Mrs. Bernard Kurtz.



# What's level of the local serious of the local seri

New and Improved Merchandise— Display Helps—Sales Literature— 

#### for Retail Hardware Stores

#### **Paint Sprayer**



"Open-Hed"-made in new design and under new process which maker states provides a seamless tank lining and enables the application of heavier coat of galvanize to tank. Has 5-inch tank opening so that tank may be wiped dry after using and solution mixed in tank. Pump is easily locked and unlocked-pump and tank top lift out in one unit. Will withstand 100 pounds pressure. E. C. Brown Co., 750 Maple St., Rochester, N. Y.

#### Bench Saw



No. 29-6-in. blade with cutting capacity of 1% in. Table tilted 45 degrees by adjustment of clamping hand wheel. Adjustments of blade made by a clamping hand wheel and may be made while saw is running. Has saw guard and splitter; fully adjustable fence and miter gage; graduating scale for setting saw is part of clamping device. Saw arbor runs in oilite bushings with snap-shut oil cups on arbor housing. Saw pulley is 1% in. in diameter. A 1/4-hp., 1720-r.p.m. motor will give ample power. Gray enamel finish. Arcade Mfg. Co., Freeport, Ill.

#### Furniture Polish



Gulf Gleam Furniture Polish is put up in a "Classic Oblong" bottle specially designed by the Owens-Illinois Glass Co. The bottle is closed with a gleaming black Caseal cap and attractively labeled in accordance with the general simplicity of the package. Gulf Refining Co., Pittsburgh, Pa.

#### One-Man Stove Jack



Range of lift is from 51/2 to 101/2 in., operated by a crank lever on a reversible ratchet. Supporting frame is of angle iron and ribbed malleable castings. Has corrugated rubber matting strips on top which measures 24 x 24 in. Wheels are 3-in. ball-bearing rubber-tired. Capacity 600 lb. Gets under table-top models at 51/2 in. from floor and is adaptable to cabinet ranges. List price, \$30. The Positive Safety Mfg. Co., 4408 Perkins Ave., Cleveland.

#### **Doll Furniture**



No. 100 midget doll chair is 10 in. high in the back; seat, 51/2x51/2 in. Wrapped six to a bundle. No. 101 for larger dolls is 71/2 in. wide, 61/2 in. deep; back is 12½ in. high; seat 5½ x 5½ in. Packed six to a bundle. No. 102 high chair is 6 in. wide, 6 in. deep, and 14 in. high. Packed six to a bundle. No. 103 tea table is 10 in. high and has veneer top, 10 x 15 in. Wrapped six in a bundle. Natural finish, red, blue, green or orange. Tucker Duck & Rubber Co., Fort Smith, Ark.



YOU can make a killing on low-priced hose this year with the new Goodyear Oak Brand - the highest quality hose ever sold for so little money!

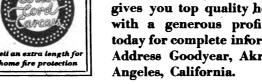
Just look at these features in a hose that sells competitively with lowest-priced brands:

One-braid cotton cord\* carcass - extra strength! Corrugated cover of Goodyear's exclusive anti-ox rubber compound that resists sun-cracking and peeling - longer leak-free life! 160 pounds burst pressure against 50 to 60 pounds in similarly priced hose; 2,000 hours' life at 100 pounds pressure against 50 hours for others - far longer service! There's nothing like it on the market.

And for your better trade Goodyear offers its five famous lines of nationally advertised hose: Emerald

Cord, the finest hose built at any price, Supertwist Cord, Pathfinder, Wingfoot and Glide.

Why handle any other line when Goodyear gives you top quality hose at every price with a generous profit on all? Write today for complete information and prices. Address Goodyear, Akron, Ohio, or Los





\*LOOK FOR

MADE BY THE MAKERS OF GOODYEAR TIRES

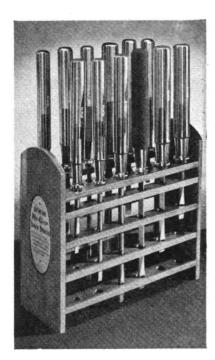
#### Bicycle Exerciser



Rollfast—for reducing weight and keeping fit. Fitted with speedometer and mileage indicator. Finished in all white Vichrome enamel with all bright parts chromium plated. D. P. Harris Hdwe. & Mfg. Co., Inc., 99 Chambers St., New York City.

#### Counter Display For Irwin Screw-Drivers

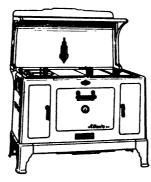
This free Nu-Grip counter display contains three widths of blade—5/16 in., 3/8 in., and 7/16 in. in four different over-all lengths from 10 in to 16 in., inclusive. Catalog numbers are: 510, 513, 514, 516, 610, 612, 614, 616, 712, 714, 716 and R712 (a special



Nu-Grip with rough finish handle and can be supplied in any style or size). The No. 700 line is furnished with heavy square stock only. First number indicates width of blade in sixteenths and last two the over-all length of the screw-driver. Display is 12 in. wide by 4½ in, deep by 16 in. high (tools included). The Irwin Auger Bit Co., Wilmington, Ohio.

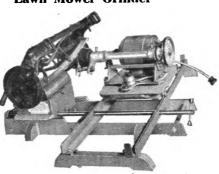
#### Air-Seal Streamline Range

Air-Seal feature of this streamlined coal and wood range embodies a body construction which incorporates an extra, one inch thick, insulating space between the two walls of the body, surrounding the front and end of the range. Advantages of Air-Seal, the maker



states, are: confines more of the heat in range and speeds up oven baking; prevents escape of heat, and therefore requires less fuel; minimizes heat radiation and increases cooking comfort; protects finish from the heat. Range is designed with rounded corner, smooth surface concealed hinges and porcelain enameled finish. Allen Mig. Co., Nashville, Tenn.

#### Lawn Mower Grinder



Bench-type. Maker's claims are: fast; accurate; few adjustments; does not burn or burn; blade ground to full length with any desired bevel, without being removed from mower. Grinds reels up to 30 in. or longer and faces of the bed-knife. List price \$125. f.o.b. The Savage Co., Greenville, Tenn.

#### Flux Pot



"Sure Shot" holds four kinds of flux. Maker claims it keeps flux clean; eliminates spilling and bulky cans; is of simple construction, sturdy cast iron; easily cleaned; will not rust; is cadmium-plated. Has ring carrier. Cover removed by loosening top nut. List price, \$1.25. Schlafer Hardware Co., 115 W. College Ave., Appleton, Wis.

#### Kingston Roller Skates



No. 115RT—combination rink and sidewalk skate. "Balloon" type wheels, fitted with double-row ball bearings. Bright polished nickel finish. Channel type frame construction—riveted sole and heel plates. Equipped with rubber cushions, leather straps and sheepskin ankle pads. Extension from junior size to 10%. Packed in two-color display box, 12 to carton. Kingston Products Corp., Kokomo, Ind.

#### Faucet Washers





Tip-Top—3 point compression—said to insure even compression on rubber and keep washer from revolving with the valve and from being "chewed to bits." Stops leaks and hard turning and will withstand hottest or cold water. Three sizes, ¼ in., ¾ in., and ½ in. Put up in sets of 3 washers of a size to list at 10c. Free colorful metal display and stock cabinet (15 in. high, 9 in. wide and 7 in. deep) with chromium basin faucet clipped to display with cross section cut out demonstrating the three point compression bearing action. The Pierpont Mfg. Co., 1240 E. 12th St., Cleveland.

#### Seedling Protection

Formacide is a grayish-white powder, basically concentrated, solidified formaldehyde, not an absorbed formaldehyde dust. Can be mixed with soil before seeding. Formaldehyde gas is given off which kills "damping off" fungus. Result is said to be stronger, healthier seedlings. It is stated that treatment of soil from three to five days before setting cuttings or transplanting seedlings practically eliminates loss from fungus. Formacide has been stabilized to prevent deterioration in container. Hammond Paint & Chemical Co., Beacon, N. Y.

## open questions to the hardware merchant $N_{o.}\,2$



It's gotta be a BIG BOOK
.... to serve you right

Who's the Boss around here?

Is it John Jones, the jobber, who "fills" your orders?

Is it Bill Smith, the jobber's salesman, who carries the Big Book?

Is it You—who pays the bills?

Or is it your Customer, who asks for edged tools by brand name?

We vote for the Customer because it's his money we're all using. He's our boss, too!

We've known him ever since 1826 when the Collins Company was started. 109 years of continuous manufacture, improvement, and experience are back of the Collins line today.



Collins Axes need no introduction to most of your customers. That fact makes them salable—and their quality keeps them sold.

If they're not in your jobber's Big Book, let us know.

#### THE COLLINS CO



COLLINSVILLE, CONN.

AXES • HATCHETS • BUSH HOOKS
HOES • PICKS • MATTOCKS



## The WORLD'S GREATEST BICYCLE TIRE SALESMAN



That vibrant enthusiasm and sincerity which youth possesses is a strong sales force when put behind a bicycle tire. There are more of this type of salesmen riding and selling Gillettes than any other tire made. These young hard riding bicyclists like Gillettes because of their snappy look, because of their riding and wearing qualities, and they tell everybody about it.

If you are not one of the many dealers who have found out why Gillette Bicycle Tires lead, now is the time to investigate. There are 11 months left in 1936 to gear your profits to Gillette prestige.

The Gillette family has a tire for every bicycling need, including the new Wire-Edge Balloon Tire for light weight equipment. Backed by years of experience and millions of users. Write for full details of our dealer program. Specify Gillettes when ordering bicycles. Profit by the steady replacement demand.

Gillette Ribbed Tread Balloon

26 x 2.125

Gillette Center Traction

Balloon

26 x 2.125

Gillette Heavy-Duty Balloon

27 x 1.50

New Gillette Wire-Rdge

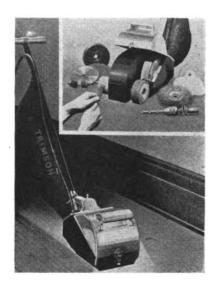
Balloon

GILLETTE RUBBER COMPANY . EAU CLAIRE, WISCONSIN W. J. SURRE . 811 LIBERTY STREET, ERIE, PENNSYLVANIA



#### Portable Floor-Surfacing Machine

This machine marketed by the Trimson Mfg. Co., 5713 Euclid Ave., Cleveland, Ohio, has direct illumination on the work, trimline compactness, centralized control, unit construction, and multiple adaptation for a number of refinishing jobs. A packaged power



unit, easily and securely attached, permits the mounting of working tools for sanding, grinding, drilling, buffing,

CLEMSON BROS., INC.,

polishing, etc. A flexible shaft attachable to the power unit, enables the operator to get into corners, under radiators, and other hard-to-reach places. It is said that interchangeable unit construction is used and the same type of dust-proofed, dynamically blanaced, super-powered rotating motor as in other Trimson machines. Highly polished aluminum and black crackle lacquer finish give a durable and pleasing appearance.

#### **Double Profit Assortment**

This selection of standard quality screw drivers is contained in a 10 qt. leak-proof galvanized pail which may be effectively used as a window display and which facilitates selling out of pail when it is placed on counter or floor. A blue and white display card is furnished with each assortment. Contained in the assortment are one dozen each of 3 and 6 inch Mechanic's type screw drivers and two dozen 4 inch Mechanic's type screw drivers. Handles are of hardwood, one-half finished in clear lacquer and the other half in Chinese red. Also eight each of 21/2, 4, and 6 inch Cabinet type screw drivers with black and red mottled insulated composition handles. Dealer's cost is \$4.80; retail value is \$7.50. Each assortment packed in



shipping container. The pail is supplied free on which the dealer makes another profit of 30c when sold. The Bridgeport Hardware Mfg. Corp., Bridgeport, Conn.

#### 24-Hour Alarm Clock

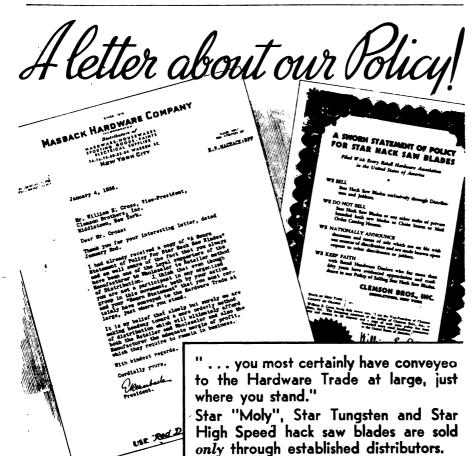


"Announcer" may be set to ring automatically each morning. No setting or turning of alarm required. No. 41 Mazda miniature lamp illuminates dial. Height, 55/16 in.; width, 5 in.; depth, 31/2 in. Has molded black case with metal lacquered front of antique ivory, gloss finish; gold-finished metal bazel; 31/2-in. translucent cream color dial with black and gray numerals. List price, \$8.50. Warren Telechron Co., Athland, Mass.

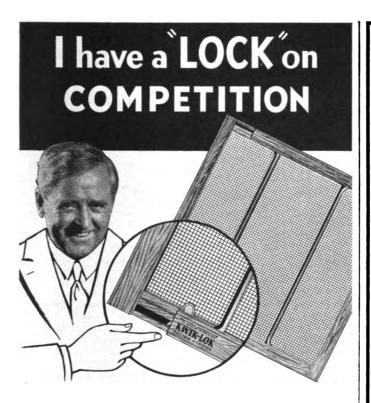
#### Standard Door Closer



Uses liquid checking medium. Maker states its compact design makes installation possible in limited space and it is adaptable to either right or left hand doors. Adjustable screw provides speed control. Finished in dark bronze. For use on any moderate weight door-Kaywood Co., Benton Harbor, Mich.



MIDDLETOWN, N.Y.



## with this KWIK-LOK feature of NATIONAL EXTENSION WINDOW SCREENS

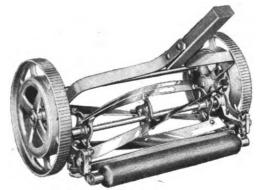
• "My customers complain about their old window screens rattling and working loose. When I show them the *National* Window Screens with their clever 'Kwik-Lok' feature, they are sold right then and there. With this extra selling point, I have a 'lock' on competition."

"Kwik-Lok" holds screens securely in place and it works with a mere flip of the finger. Furthermore, *National* Window Screens slide smoothly on Steel Runners and have Angle Steel Center Bars. They stay fly-proof. Coupled with their very reasonable prices, these features make strong selling talk.

ASK YOUR JOBBER—Your jobber can tell you about the complete line of *National* Screen Doors, Window Screens and Ventilators and give you quick deliveries.

#### 

## 57 YEARS OF Leadership—



#### DRAWCUT LEADER Style 10-4

Ten-Inch Wheels, Four Drawcut Blades, Automatically Adjusted Ball Bearings, Sizes 14, 16 and 18 Inches.



This is going to be a banner year for lawn mower sales—Stock and Push a line that has been recognized as a leader for 57 years!

Every BLAIR mower is a quality product—sturdy, well-constructed and contains the Drawcut principle—the scientifically correct manner of cutting grass. The revolving blades draw the grass across the stationary knife which does the actual cutting. The principle is similar to the action of a pair of shears and is exclusive in BLAIR mowers.

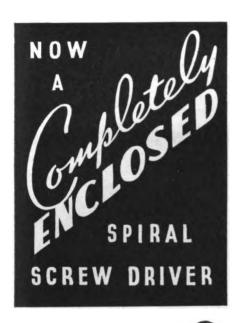
(BLAIR mowers are profitable mowers for you to sell. Write for prices and circulars)

## BLAIR

MANUFACTURING COMPANY

Established 1879

SPRINGFIELD, MASSACHUSETTS





### A Tool That Sells—And Stays Sold

The completely enclosing feature of the Greenlee Spiral Screw Drivers is of real importance. It is a practical, worth-while improvement for the user and a sales help for the dealer. In other words, it makes them better—better to use and easier to sell. But best of all, Greenlee Screw Drivers stay sold. This is because of the improvements mentioned here and because they give dependable service and have long life. Beneath their fine finish are materials that are exactly what they should be for a tool of this kind. Just order one now and try it out, or let us send complete information. Please give name of your jobber when writing. No obligation, of course.

GREENLEE TOOL CO.
1715 Columbia Ave. Rockford, Illinois

#### Clay Has "Evenflo" Water Bowl

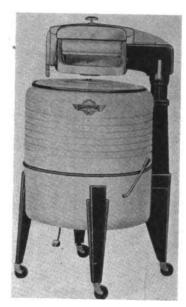
This water bowl for the dairy barn has a seamless drawn, all steel, nonbreakable bowl heavily galvanized so



it will not rust, it is stated. Valve construction is said to provide one-half greater water flow at low pressures, and prevent squirting at high pressures. Valve is brass throughout and all its parts are machined for smooth operation. A special offer to dealers includes: mailings to farm prospects; large display easel with actual bowl given free; quantity discounts and special terms to dealers accepting special offer; written guarantee on what bowl will do for dairymen and written guarantee on bowl itself. Clay Equipment Corp., Cedar Falls, Iowa.

#### Blackstone Mfg. Co. Has Anniversary Model

The Blackstone Mfg. Co., Jamestown, N. Y., is showing a new line of electric washers to retail at \$39 and



upward. A feature of this line is the 65th Anniversary Model (illustrated), which is designed in a streamline manner and is equipped with automatic safety wringer, bullet type extra large capacity tub, Blackstone circulator. This model has other features of utility and convenience. List price is \$79.50.

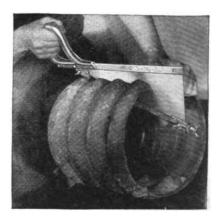


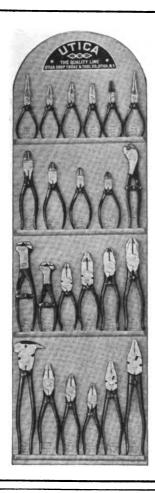
#### Improved Morrow Coaster Brake and Package

The Morrow Coaster Brake of the Eclipse Machine Co., Elmira, N. Y., is now furnished in chromium plating with cadmium finish on those parts adjacent to the bicycle stand and mudguard braces for attractive appearance and rust prevention. According to the maker, new manufacturing processes have also been incorporated, resulting in improved action of the internal parts. Brake arm is now of molybdenum steel which is said to give it three times the strength of the previous arm although of the same shape and design. Improved type oiler, neat and inconspicuous, has been incorporated in the hub shell. Now packed in attractive modernistic blue-and-white box containing the brake complete with sprocket. Eclipse Machine Co., Elmira,

#### "Young-Rip" All-Purpose Saw

"Young-Rip" will cut any metal, wood, or special composition material up to 1 in. thick and will rip the whole length. Made with highly polished stainproof steel webbing. Standard blade, 12x½ in. or ½ in., 0.025 or thicker. One sheet metal blade furnished. Blade is said to be unbreakable. Has insulated grip integral with frame and adjustable tension blade holder. Packed 6 in a box. List price, \$2.50. The Edison Steel Works, Cleveland.





#### "A STEP AHEAD" with UTICA TOOLS

#### **Contents**

C	vant.	No. Size	List Pr.
1	only	1033—6"	\$1.35
1	only	41—5″	1.30
1	only	41-51/2	<b>"</b> . 1.55
1	only	41—6"	1.70
1	inch	39—7"	1.65
1	inch	524—7"	95
1	only	19507"	1.85
1	only	1950-8"	2.10
1	only	506"	1.15
1	only	507"	1.30
1	only	508"	1.40
1	only	606"	1.15
1	only	608"	1.60
1	only	6556"	1.55
1	only	205"	90
1	only	215"	90
1	only	22—5″	90
1	only	7086"	85
1	only	708—7"	1.00
1	only	1000-8"	1.00
1	only	100010"	
1	only	024-5"	1.15
1	only	1932-101	
_			

Total List Price \$30.00

#### Mr. Hardware Dealer ~

Here is the UTICA Plier Display, carrying a selected minimum of standard sellers popular in all parts of the country, which can be used as a foundation in rebuilding your tool department with finest quality tools. With UTICA tools, you will be able to determine the difference between low-priced worthless tools and high-grade UTICA tools which insure profitable sales and customer satisfaction. UTICA Pliers will still be giving first class service long after inferior tools have gone to the junk pile. Here is a chance to give real value and service to your customers. Write us for complete information.

UTICA DROP FORGE & TOOL CO.
UTICA, N. Y.

#### **PHOENIX**

"PHOENIX MEANS QUALITY"

HORSE AND MULE SHOES







#### JUNIATA

"THE SHOE WITH THE REPUTATION"

HORSE AND MULE SHOES



Powers Rubber Bar Shoe Made Also in Open Style

#### BULLDOG, JUNIATA, SWEETS and AMERICAN CALKS

Sold on an Established Policy Through Regular
Trade Channels

#### PHOENIX MANUFACTURING COMPANY

Chicago, Ill.

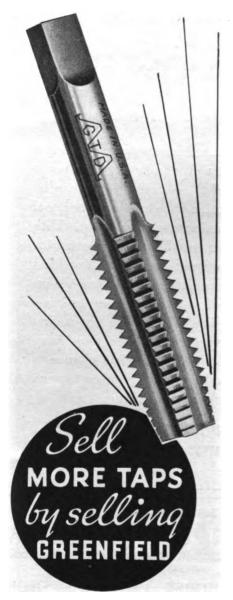
Successors to Phoenia Horse Shoe Co. Catasauqua, Pa.

"Our products are manufactured in the United States of America by Union Labor."



lighest Grade Drep Forged
Products

LARGEST MANUFACTURERS OF HORSE AND MULE SHOES AND CALKS IN THE WORLD



This will be a year of better tools. Five and Ten quality is on the way out as the old standbys come back into their own.

Every hardware man from coast to coast knows that "Greenfield" stands for top quality in taps—and that the "Greenfield" name and brand is better known and easier to sell than any other. Now that the trend is so definitely toward quality, be a leader, not a follower, by displaying and pushing "Greenfield" taps.

Every mechanic, every service station man, every farmer, every machinist buys occasional taps—get his respect and his business with "Greenfield," the leading line.



New York: 15 Warren St. Chicago: 611 W. Washington Blvd. Detroit: 228 Congress St., W.

#### The Nation Takes a Shot of Dope

(Continued from page 38)

investor and prospective builder, and reviews and recommends two building stocks for investment and long term appreciation."

On all sides there are signs that this coming spring will be fine for the sale of building supplies and builders' hardware. How is your stock? In these dull days when everything is covered with snow and ice, why not check up on the builders' supplies you have on hand. Why not tell your clerks when they sell builders' hardware never forget to sell three pair of butts to the door. Tell them to do this especially when they sell butts for screen doors.

The next item on this investors' notice is to be sure and study labor-saving machinery and merchandising stocks. And then they write as follows:

"A staggering tax and social benefit burden is being piled up. Investors can help to offset their portion of this tax bill by buying in industries that will benefit from "liberal" trends."

This means to the hardware man if this investing concern is correct, that a whole lot of tools will be sold this spring. Why not check up on your tool stock and other items in the way of laborsaving machinery.

An unusually well-informed publisher called on me today and remarked that it was evident in his publishing field (he publishes a number of trade magazines) that the efforts of the independent dealers all over the country have at last put the mail order houses and chain stores on the defensive. In other words, it is evident from reports received from many states that the mail order houses and chain stores are on the run. They don't like the state legislation admitting fixed prices. They don't like state taxes on chain stores. They are planning to make some deal by which their local manager will become the store owner to avoid taxes.

It is very interesting to watch and study trade legislation. All of us know that the drug store with its soda fountain has become not only a general merchandise store, but also a restaurant in addition. Now in two states bills have been introduced that in a store where there is a soda fountain, no food can be sold. Or to reverse it, if there is a store selling food, then they cannot have a soda fountain. It is a dreadful thing to contemplate, but it seems there is going to be an effort to separate the ham sandwich from the ice cream soda.

I always believe in both sides of a story being heard. Recently I wrote about service retail hardware stores, and I have just received a letter from a hardware dealer, saying he does not agree with me at all and giving his experiences. I am asking the editor to publish the letter in this issue, because I believe it is well worth reading. It is printed below.

#### Service Store Article Criticized

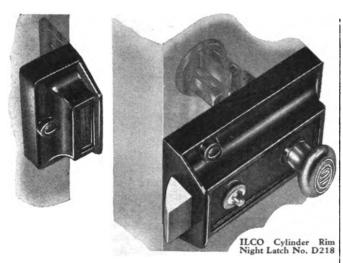
JERSEY CITY, N. J.—Having read your article in the last issue of HARDWARE AGE, anent ideas for getting business, I think that you are in error.

It is a very easy thing to sit at home or in an office and get brilliant ideas on how to increase business, and I say this not so much to you as to myself who have had lots of these bright ideas and have tried them out only to find that they were n. g.

One of these so called bright

ideas was to have a man canvass residential sections. Knowing that every family is generally in need of electric bulbs I thought it would be a good idea to have him use bulbs as an opening wedge, selling them at the regular retail price and after having made the sale, which would be from stock right in the car, to ask the woman if her back door was as well protected as her front door and to thereby sell a lock and the service to install it. The first efforts were in our highest class residential districts, and that being an absolute failure we tried the so-

 $\mathsf{Digitized} \; \mathsf{by} \; Google$ 



## Look at the NIGHT LATCH

a new way

John Q. Public buys a night latch to keep people out. He wants one that is strong enough, works smoothly, has a good pintumbler cylinder lock, and is good looking.

Sell him an ILCO. In the ILCO line you can meet his needs and purse exactly. And speaking of price, remember there's more money-profit for you in a *quality* latch—and more real satisfaction for your customer.

#### Here are two remarkable values:

- Shown above is the ILCO Cylinder Rim Night Latch No. D218 with reversible latch bolt and 5 pin-tumbler cylinder, 3 keys, unlimited changes. Latch and rim type strike special alloy die castings, extra tough; black japanned.
- ILCO Rim Night Latch No. 201 with reversible latch bolt and 5 pin-tumbler cast brass cylinder, 3 keys, unlimited changes. Latch and rim type strike cast iron, black wrinkle finish. Solid brass bolt.





SO Gibson deserves your first consideration before you decide on any line. See your Gibson Distributor today or write us for complete information on the Gibson 1936 Dealer Proposition.



**GIBSON** 

GIBSOR ELECTRIC BEFBIGERATOR CORPORATION GREENVILLE MICHIGAN



## More Sales in 1936!

Egg prices are up.... Live poultry prices have increased.... The demand for baby chicks is booming.... Poultry raisers are buying.... All of which means more Poultry Netting Sales for you in 1936.

New fences must be erected; old ones replaced. The first signs of spring will bring customers into your store asking for poultry netting.

Be prepared to meet this demand with ample stocks of U. S. HEXLOK—the perfect hexagon mesh netting—and U. S. STRAITLOK—the perfect straight-line netting! Place orders now for prompt delivery!

Ask your jobber or write direct to us!



called middle class and that too was a total failure.

About six months after we tried this along comes — with an idea somewhat similar but without even the thought-out detail of how to get in.

Later ———— suggested that when you sell a can of paint you have a brush attached to the can. Instead of that being a means of selling the customer reacts that you are trying to force the brush on him.

Some hardware companies may be able to run repair services with their business but my experience, both in the hardware business, which has been six years, and in another business is that selling and repair services do not go well together. One either has to be a merchandiser or a contractor and if he does both he does not know which to follow with vigor.

Before writing I speculated on whether or not I should tell you of my thoughts in the matter or just let it go, but I do think that a lot of the small hardware stores will lose time and money if they try out the suggestions contained in your article, that is this suggestion pertaining to a hardware store operating a repair business.

Very truly yours, John A. Lancaster.

#### New York State Convention

(Continued from page 58)

ware dealers to use price leaders only as price baits just as the mail order houses do, and that manufacturers and jobbers can supply them provided they are mixed in with better grades and that retailers sell the better grades as well.

Representative Wright Patman of Texas, leader of the House inflation bloc and author of the bonus bill which bore his name, outlined a bill he is now pressing through Congress which is slated to "prevent manufacturers from granting favoritism to chain organizations" and termed it second in importance only to the bonus measure.

The bill, which Mr. Patman contends is likely to become law, is designed to end discrimination in price or terms of sale between purchasers of commodities of like grade and quality.

The bill as presented by Mr. Patman provides:

"(a) That it shall be unlawful for any person engaged in commerce to discriminate in price or terms of sale between purchasers of commodities of like grade and quality.

"(b) That the payment of brokerage or commission under certain conditions shall be prohibited.

"(c) That pseudo-advertising allowances shall be suppressed.

"(d) That a presumptive measure of damages shall be provided for.

"(e) That the Federal Trade Commission may, after due investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of commodities, where it finds that available

purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce.

"(f) That the object of the legislation is to protect the independent merchant, the public whom he serves, and the manufacturer from whom he buys from exploitation by unfair competitors."

Irwin E. Douglas, discussed distribution costs at the Wednesday morning session using charts as illustrations. He pointed to the higher operating costs of independent retailers in comparison with syndicate stores and called attention to the 150 million dollars worth of hardware merchandise that is sold through chain stores and mail order houses. He stated that among the main handicaps of independent stores was the much higher payroll than that of competing syndicates. There was the great flow of traffic through the department and chain stores which tended to increase their volume; and retail salespeople must sell more merchandise to overcome the penalty of higher selling costs. He discussed the matter of rents and advertising as well as many other factors in the costs of independents and the fact that the chain's inventories were smaller in relation to the annual turnover. stressing the fact that fewer turnovers added to the interest in investment. Wholesalers selling costs were too high due to a number of causes, among them duplication of territories and frequent calls of salesmen. He urged retailers to pay their bills promptly as a means of assisting wholesalers to better serve them; better stores, better lighted

#### REEL THEM IN WITH "UNION" FISHING TACKLE

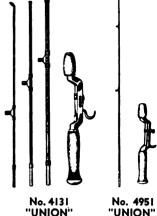
No. 4160
"UNION"
Steel Rod
Fly Rod

You can count on "UNION" Rods and Reels to land the fisherman as well as the fish. These flexible, yet sturdy, Fishing Rods are well made from tip to handle, correctly balanced and attractively finished. "UNION" Reels are noted for their good workmanship, perfect balance, free running and fine finish. Both have many sales features.

The 1936 "UNION" Line includes Steel Bait, Fly and Casting Rods at prices that insure sales to every fisherman. Also Split Bamboo Fresh Water Rods and Salt Water Rods that sell readily and return real profits. Also Fishing Rod Sundries.

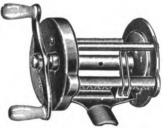
Every Dealer should send for Catalog No. 17. It gives detailed information about each Rod and Reel and makes ordering an easy matter.

Your Jobber Will Supply You



No. 4131 No. 4951
"UNION" "UNION"
Steel Rod Steel
Casting
Rod





No. 7230 "UNION" Level Winding Reel

## KEEPING

No. 7169 "UNION"

Fly Reel

No. 55-620

2 Piece Salt Water

Rod

## WITH THE TIMES

THESE famous casters roll along on ball bearings. No friction. No effort. No damage to floors, rugs or floor covering . . . as up to date as a stream-lined train or 1935 motor car.

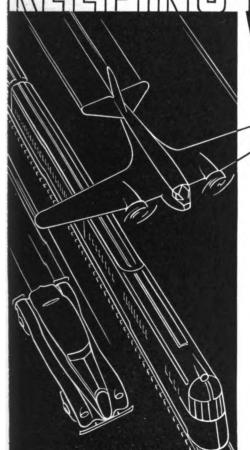
#### A PROFITABLE ITEM FOR ANY HARDWARE MERCHANT

A demonstration does it . . . merely roll an "ACME" on the counter. Show the frictionless, quiet operation of the "ACME" and you've made a sale. A profitable item with repeat orders. Stock and sell "ACMES."

THE SCHATZ MANUFACTURING CO. POUGHKEEPSIE, N. Y.







# HOW ABOUT YOUR STOCK OF KLEINS?

Check over your stock of Kleins. Unless you have the more popular items in the Klein line you are losing out on business and failing to secure a worth while profit that might well be yours. Klein Pliers are standard with electricians and good mechanics. Master workmen everywhere prefer Klein Pliers to all others. Check up on your stock today and add to your want list those numbers which are missing. New packaging and new display will help you sell more Klein Pliers.



Distributed through jobbers

Mathias KLEIN & Sons

3200 BELMONT AVE., CHICAGO

window displays, better presentation, employee training and better selling were among the remedies recommended, as well as the buying backward from the price consumers were willing to pay.

F. E. Briggs, of the F. H. Cobb Co., Cortland, N. Y., talked about the successful food trade plan of his company affiliated with the I.G.A. (Independent Grocers Alliance). He outlined interestingly the cooperative methods of his organization, stressing the amount of energy necessary by the members in addition to the advantages of cooperative buying, advertising, accounting, supervision, pointing out the main idea was cooperative selling. He said that given the same costs as independents, the other factors would enable the corporate chains to get their volume. Mass buying, admitted Mr. Briggs, does wonders but mass advertising is twice as potent. Discussion was lively and interesting following the address by Mr. Briggs.

Ray T. O'Brien, the George Worthington Co., Cleveland, gave a talk on "Jobber-Retailer Cooperation" and answered some of the charges of higher distribution costs of wholesaler-retailer distribution and assured the delegates that any obstacles to cooperation reacted to the disadvantage of both and that much could be accomplished in a brief time by cooperation. The hardware retailer holds the strategic position in spite of appearances. Mr. O'Brien told of educational programs assumed by jobbers which were proving successful and pointed out that syndicates in their type of distribution had diligently and successfully followed their own specific plans and that such an adherence was necessary on the part of independents. He urged the proper selection of traffic building items, price appeal, advertising devices, etc. He gave the members a summary of the many items that were necessary in the preparation of advertising by wholesalers which would be almost impossible for the dealer to prepare for himself but which would be simple and comparatively inexpensive if prepared by the jobber and used efficiently by the dealer. He asked dealers to learn more about chain competitors methods and merchandise by shopping their stores, and said that chain operators know all about their independent competitors. Mr. O'Brien showed how the chains were advancing their prices all along the line in their new catalogs and that independents could take markups

in many cases. Chain supervisors, and a list of others in their employ, make calls that are comparable to the salesman's calls, but the time is charged against the store visited, so that none is wasted. He pointed out, also, that not all chain units are profitable and several have been abandoned, in some cases where they have had efficient independent competition. Following out the jobber's program in its entirety, buying in unbroken packages and generally cooperating would make great progress.

At Thursday morning's session O. H. Morgan, merchandise manager, Treman, King & Co., Ithaca, N. Y., and formerly with one of the mail order-chain store organizations, outlined their promotion methods, summarizing them in three words: plan, promote and profit. The aim of these organizations is to trade up or endeavor to sell the customer more goods or a higher priced item, and 60% of the sales in a store are due to 30% of the items, making it necessary to dramatize and get visibility of a great assortment of merchandise. Sales should be planned well in advance with consideration being given to their seasonal importance and their association with certain holidays and events. There are times when people will not buy anything from anyone and then it is useless to waste ammunition which could be used more effectively when sales are naturally more active. Six to ten weeks prior to a sales event detailed plans are made to obtain the items to be offered, department heads submit their lists and they are discussed as to their supply, quantity, price and markup, compared with previous events and plans made as to what to do with leftovers. The lists are in triplicate for the advertising and sign department, the receiving room and department heads. Publicity is planned at this time. Two weeks before the sale the receiving room is followed up and the merchandise supplies checked. The rough ad copy is prepared and price cards made. Special items are spotted around the store in several places so that customers will see other items which make the sale profitable. Direct mail is sent out and the announcements in the papers appear two or three days prior and a preview for selected customers is held. Finally the personnel is prepared by managers so that their enthusiasm will in turn pass on to the customer. Most important is the removal of special prices and leftover items immediately after the





sell at a price make dissatisfied customers for us—and for the Jobber. Only the finest in materials, equipment and labor are used in the production of every Springtime TR&S Rivet. You may pay a little more for our rivets but that little is your guarantee of satisfied customers —and that's the best insurance we know of for the future of your business. Play safe—sell TR & S Rivets—quality pays dividends in good will.

#### **TUBULAR RIVET & STUD COMPANY BOSTON, MASS.**



The largest factory in the world devoted to the manufacture of Tubular and Clinch Rivets.

#### The Most Profitable Item We Have In Our Store"

A retail hardware dealer in Illinois wanted first hand information regarding Speed-O-Lite Floor Sanders and if they were *profitable* to handle. They wrote to the Adam Decker Hdwe. Co. of St. Paul, Minn. Their enthusiastic reply should interest every Hardware dealer-

> "We have your letter of July 20th, in reference to the Lincoln-Schlueter Speed-O-Lite floor sander, and you ask if this is a profitable business. We can say yes; it is the most profitable item we have in our store.

> After operating this particular machine for ten months and keeping an exact record of the rentals, the rentals alone, not including the sand paper or floor finishes, brought us in \$569.00. In the ten months of operation our repair bill amounted to 42 cents for a

> We know that you will not be disappointed if you purchase this machine as we have operated other makes and find this one the most satisfactory and economical.

Yours truly,

Adam Decker Hardware Company, By H. F. Tierney (Signed) Paint Department.

Since purchase of 1st machine 10 months ago 3 additional Speed-O-Lites-have been purchased by the Adam Decker Hdwe. Co.



1 EFFICIENT. Puts a ball-room finish on floors no matter how badly they are worn, warped or marred.

2 LIGHT WEIGHT. Easily carried by one man—may be operated successfully by any inexperienced person.

3 SURFACE—right up to the quarter-round, a feature not found in other machines, minimizing hand work.

Send for Folder 4 MOTOR. Constant speed, high torque, ball-bearing. Guaranteed against burn-outs.

Guaranteed For One Year

5 BUILT—with ball-bearings throughout, eliminating internal friction and wear, adding years of life to the machine.

#### 623 Dealers averaged \$63.37 per month

Use the Handy Coupon.

Please send us full	ach. Co., 212 W. Grand Ave., Chicago, Ill. information covering the new SPEED-O-
LITE SANDER.	☐ Interested in time payment plan.
Name	
Address	· · · · · · · · · · · · · · · · · · ·
	State
City	State



CUSTOMERS buy on sight. Show it and it sells itself. Beautifully nickeled on brass. Easy to install, indoors or outdoors. Just attach to hose and hang up by patented, self-adjusting bracket as furnished.



Retails for \$1.00 with an attractive dealer profit. Your jobber can supply you, or write direct to us. A real advertising program and plenty of sales promotion material back of this product.

The Schaible Foundry & Brass Works Company
1088 Summer Street
CINCINNATI, OHIO

event, and the windows are changed. People are not allowed to believe they can get these items and prices at any time other than when the sale is on. Frank H. Sticht, Stewart & Bergen, Fort Plain, N. Y., told how modernization of their store with the aid of Secretary Foley and Field Secretary George Hoy had improved their business. He pointed out that the public enjoys shopping where they find well arranged and attractive displays; modernization simplifies inventory and is a necessary thing in these times.

Speaking on "Outside Selling" R. A. Chandler, of Sylvania, Ohio, gave an informative outline of his methods and voiced a confident opinion that hardware dealers can successfully operate in this department of selling, but that it must be lifted from the level of ordinary canvassing or merely following up live prospects. Sales planning and sales strategy and showmanship are both needed to counteract the many other things which take the customer's dollar-movies, automobiles, etc. Outside selling, said Mr. Chandler, is the best method of combatting syndicate selling. The wide variety of hardware merchandise makes the hardware salesman the envy of utility salesmen and in the Chandler selling plan salesmen are supposed to sell all lines. Experienced men are needed and their experience is that about one in five are successful and stay on the job in the face of discouragements. Mr. Chandler illustrated his talk with charts showing the proportion of drawing account, commission etc., his men receive, all their salesmen's earnings being based on the profits made.

Vice President Albert D. Martin, of Rochester, N. Y., using charts and actual merchandise bought in chain stores and in independent hardware stores, showed that on about one hundred items selected the hardware man can successfully meet the chain prices and have a good average margin of profit. At the same time he pointed out that some of the items offered by the chain store were better than those from regular stores and in all other cases the goods were comparable in quality. He urged more attention by independent sources of supply to further help the independent merchant to meet his competition and also asked for more energetic merchandising on the part of his hear-

The final session on Friday morning was addressed by Horace P. Aikman, Cazenovia, N. Y., whose sub-

ject was "Profit Planning." Aikman reminded of the forthcoming taxes of various kinds, including those for old age pensions and unemployment insurance and said that they must all come out of profits, necessitating proper cost control and accounting. He explained the State Association's cost accounting system and urged full use of it to help the merchant know where he is going and so that he will be in a position to show and analyse his cost figures. With this system it is unnecessary, he said, to be without accurate and easily available figures.

J. A. Warren, Managing Editor of HARDWARE AGE spoke on "Employee Training" stressing the need for leadership and example by the employer and realization by both employers and employees that their existence in business is challenged if they do not determine to succeed together. Encouragement of ideas, acceptance of common responsibilities by both parties, possibilities of greater sales by trained employees, the study of better forms of speech for selling, keen observation of customers buying potentialities, and the belief that trained employees could not be developed through sets of rules and regulations were points of his talk.

The Association Twenty-Five Year Club held a luncheon on Wednesday, presided over by Martin Van Dussen, Rochester, former President of the Association, who spoke feelingly of the organization and reported that 185 firms had been in business for more than twenty-five years. Mr. Van Dussen voiced high hopes for those who would yet gather at these luncheons and eulogized those who had gone before.

The resolutions committee urged study and adherence to the statement of merchandising principles; commended jobbers who assist in the solution of the competitive problem; urged retailers and wholesalers to endeavor to closely study expense items so they may be better able to compete with other systems of distribution; asked publication of a list of manufactured products which are given preferential discounts; opposed open price filing; insisted that manufacturers who distribute goods through retail hardware stores should not set up their own retail outlets; opposed further tax burdens; and expressed positive opposition to the Walsh Government Contract Bill, the O'Mahoney Licensing Bill and the Black Bill for a thirty hour work week.

Luncheons and bridge at the



## STRIKE OUT FOR MORE BUSINESS

## NOW!

USE-

Lists That Bring Maximum Success To Your Direct Mail Sales Promotion Advertising And To The Personal Sales Contacts Of Your Salesmen

#### We can supply you with

the following lists:-

- 1333 Outstanding Major Hardware Retailers whose sales exceed \$50,000.00 Annually.

  For \$15.00
- 11458 Major Hardware Retailers whose sales exceed \$30,000.00 Annually.

For \$6.00 per M.

6545 Hardware Retailers whose sales are \$20,000.00 to \$30,000.00 Annually.

For \$6.00 per M.

15772 Hardware Retailers whose sales are less than \$20,000.00 Annually.

For \$6.00 per M.

- 33775 Hardware Retailers (Complete List).
  For \$4.50 per M.
- 8144 Builders' Supplies Dealers.

For \$6.00 per M.

1043 Department Stores handling Hardware and Housefurnishings. For \$6.00 per M.

We also supply lists of hardware retailers in one state or in as many states as may be desired. When more than 2000 names are purchased, the price is \$7.00 per M names.

ALL LISTS ARE COMPILED IN LOOSE LEAF LIST FORM. WHEN DESIRED ON 3"x5" CARDS THERE IS AN EXTRA CHARGE OF 60c PER M. FOR THE CARDS.

WE ALSO DO ADDRESSING AND MAILING OF CIRCULAR MATTER AT REASONABLE RATES.

Ask for Details

#### HARDWARE AGE

Direct Mail Addressing Dept. 239 West 39th Street. New York, N. Y.



#### No. 1124 Screen and Storm Window Sets







Illustrations HALF SIZE

One pair No. 724 Cadmium Plated Screen or Storm Window Hangers. One  $1\frac{1}{2}$  Hook and Eye complete with screws. Each set packed in an envelope. One dozen sets in a box.

#### No. 730 Wrought Steel Loose Pin Hinge With Button Tip



Illustration ONE-THIRD SIZE

Loose pin hinge with button tip. Full surface. Length of joint 3 inches. Screw holes of one leaf are countersunk on both sides. Packed half dozen pairs in a box with screws. Size of screws  $\frac{3}{4} \times 8$ .

#### No. 1706 Screen and Storm Window Sets







Illustrations HALF SIZE

One pair 2 x 2 No. 706 Cadmium Plated Loose Joint Butts with Brass Pins, one 1½ Hook and Eye. Complete with screws—each set packed in an envelope, one dozen sets in a box. Specify right or left hand.



ERIE, PENNSYLVANIA



Agents

NEW YORK: 45 Warren St. BOSTON: 113 Parchase St. CHICAGO: 162 N. Clinton St. SAN FRANCISCO: 703 Market St.



#### COMPLETE DRIP COFFEE MAKING AND SERVING SET

To Sell at Popular Prices with Grand Profit

Beautiful Vitreous China in a complete set with sugar and creamer to match. Also Drip Coffee Maker without sugar and creamer and in complete range of

sizes - 2, 4, 6 and 8 cup. As a set or an individual Drip Coffee Maker, it will outsell anything of the kind you have ever had. Be first in your neighborhood to display it.

ASK YOUR JOBBER'S SALESMAN FOR PRICES

PORCELIER MFG. CO. GREENSBURG, PA.

#### TURNOVER CHAMPIONS

Coast to Coast selling champions because they are first of all QUALITY champions. Keep ample stocks always.





SUPER-JUICER

An exceptionally efficient juicer for lemons, oranges, small grapefruit. Striking appearance. Gets more juice easier. Automatically strains out seeds and pith.

\*\$1.75 RETAIL

DAZEY Sharpit Patented twin wheels make skill unnecessary for sharpening any edged tool. A Gedsend in any \*\$1.50 RETAIL



DAZEY CHURN & MFG. CO.

Hotel Syracuse occupied the afternoons for the ladies, a stag party was held by the Brooklyn Hardware group attending on Tuesday evening, and the annual banquet and dinner dance took place on Thursday evening in the grand ball room of the hotel.

Harold W. Allen, Clinton, succeeded R. C. Boyce, Wellsville, as President; Albert D. Martin of Rochester is first vice president and A. F. McEvoy, Hudson, second vice president. John B. Foley, Syracuse and Frank E. Pelton, Herkimer, are Secretary and Treasurer, respectively. The directors for the coming year are: Thomas J. Johnston, Fulton; John A. Herrick, Southampton; Edward O. Winegar, Buffalo; C. F. Lawrence, Katonah; R. J. Atkinson, Brooklyn; John W. Spalding, Lockport; J. A. Peck, Elmira; D. M. Herron, Auburn; C. H. Flanigan, Minoa; Bernhard Wankel, Jr., New York; Anthony Hermann, Glendale; W. E. Robbins, Wellsville; J. Close, Middletown; Milford Howe, Canton.

#### Wisconsin Convention

(Continued from page 68)

tively than does the independent by adjusting the number of their employees to business necessities and paying their salespeople in proportion to the business they are able to sell.

A suggestion that there might be room in the hardware field for a voluntary wholesale cooperative organization such as the Red & White Corp., wholesale grocery voluntary, was contained in the address, "What Others are Doing," presented by L. W. Hitchcock, of the Red & White Corp., Chicago. Mr. Hitchcock, in outlining the manner in which Red & White operates to meet chain competition, declared the program provides not only for coordinated buying, but has placed tools in the hands of the retailer to assist him sell his merchandise.

Quoting the proverb, "Wise Men are Those Who Profit by the Wisdom of Others," Paul M. Mulliken, merchandising manager, Simmons Hardware Co., St. Louis, Mo., as the concluding speaker on the Thursday morning program, pointed to the success of the Red & White Corp. in meeting chain competition in the grocery field. Continuing his address, the subject of which was, "It Can Be Done," Mr. Mulliken declared that properly coordinated buying is the wholesaler's job, and that of selling the retailer's. It is only through cooperative efforts that the benefits of big business will be made possible to the independent retailer, he said.

Hardware dealers and exhibitors, their wives, sweethearts and employees frolicked Thursday evening at the Festival of Fun staged in Kilbourn and Juneau halls of the Auditorium.

Opening the Friday morning session, Secretary Lewis, in his report, declared that the association's program for 1936 included everything that it could lawfully do to effect a cure of competitive ills.

A comparison between competitive circulating heaters and ranges and those sold by the independent hardware dealer was presented by B. B. Turner, sales promotion manager, Globe American Stove Co., Kokomo, Ind., in his address on "Analyzing Merchandise." He advised dealers that people want uses, not things, and suggested that in selling heaters and ranges the retailer explain performance, durability and economy, rather than weight and construction. "The greatest need today is for salesmanship," Mr. Turner declared.

Following a 15-minute question box period, conducted by Theodore Suennen, Hudson, George J. Dickof, Marshfield, presented the report of the auditing committee, followed by that of the resolutions committee, presented by Edgar Kroner, La Crosse.

Resolutions adopted included those endorsing the stand of the National Retail Hardware Association in the matter of legislation to eliminate discriminations against independents; approving the resolution of the Detroit Congress with respect to manufacturer outlets and opposing the passage of the Walsh government contract bill, the O'Mahoney licensing bill and the Black bill for a 30-hour week. The association also gave its stamp of approval to the filing of sales policies by manufacturers and declared itself as opposed to price-filing and to any additional taxation by the government.

A slate of directors offered by the nominating committee resulting in the election of Darwin Follette, Coloma, as a new director and reelection of Theodore Suennen, Hudson; R. I. Baumann, Philips;

#### **Nationally Advertised RODS THAT SELL**

Outdistancing all competition for three seasons because they are made of an exclusive grade hi-carbon oiltempered steel that will stand the gaff under all conditions. A big profit item for dealers everywhere, in sizes ranging from 50¢ to \$2 list. Beautiful—well balanced—strong eye appeal—and nationally advertised in outdoor mag-



This label is your protection. You'll find it in full color on every genuine PREMAX SOLID STEEL ROD. Every one an astounding value in genuine satisfaction.

#### BIG RESULT DEALER HELPS

Display cards, envelope stuffers, bulletins, catalog pages help introduce this best rod in America. Get all the helps and then listen to the cash register chorus when the season opens.

SEND FOR BULLETIN A AND PRICES

PREMAX SALES DIVISION

CHISHOLM-RYDER CO., INC. NIAGARA FALLS, N.Y.



#### One Can . . . Many Uses



#### **EAGLE**

2-in-1 Seamless Welded Steel

#### Gasoline and Oil Can

A double purpose, heavy duty can, in two sizes, which may be used as a filler or supply can. The flexible spout is quickly removed and clamped securely to top of can where it is out of the way but always available. This can is also provided with the "Handy-Grip" cap which never sticks. Trucks carry this can as combination supply and filler can for oil-no funnel needed to fill crankcase. Also found indispensable by garage and filling station attendants, utilities, oil companies and highway departments. Ask your jobber about the Eagle 2-in-1 can, or write us direct.

EAGLE MANUFACTURING CO. Wellsburg, W. Va.



#### STEARNS

1936 Power Lawn Mower Sensation

A new STEARNS power lawn mower with 18" cut to retail for only \$74.50. Pneumatic tires \$7.50 extra.

\$74.50

Four other models from 18" to 27" cut.

Prices from \$94.50 to \$235.00

All of the STEARNS features are built into these new power mowers. They are as outstanding in quality and performance as they are in price. . . . Our liberal dealer discounts make this the money-making line for 1936. Ask your jobber, or write us for details.

E. C. STEARNS & CO. SYRACUSE, N. Y.







Cadmium Plated—2 Sizes

#### SKOTCH FASTENERS

BEST FOR MAKING ALL
TYPES OF WOOD JOINTS

Screens Signs S Glued Joints

Furniture Scenery Toys Boxes Repairs

Manufactured by

#### SUPERIOR FASTENER CORP.

6405 Northwest Hy. Chicago, III.



THOMAS PRODUCTS CO.

15465 Indiana Av. DETROIT

DETROIT MICH.



#### MANY USES-MANY SALES

Silpknot Friction Tape is a steady repeat seller. Extra adhesive—binds tightly—holds securely. Lasts longest—neverdries out. Edges cannot ravel. In 1, 2, 4 and 8 oz. rolls.

SLIPKNOT SOLES are easily fitted and attached to any size shoe. No nalis—no stitches. Finest quality rubber.



Outwear leather 2 to 1. Each pair on a Strik-ing Colored Card with Tube of Doubie Strength Sole Cement. Sizes for Men's, Women's Shoes. Sold through Jebbers. Write for details to

PLYMOUTH RUBBER COMPANY, line. Largest Rubberleers of Cloth in the World 100-200 Revers St. CANTON, MASS. George J. Dickof, Marshfield; Edgar Kroner, La Crosse; A. Vanden Wymelenberg, Green Bay, and M. E. Douglas, Janesville.

The convention concluded with a noonday luncheon meeting of the directors, held at the Schroeder Hotel, and at this meeting Mr. Suennen was elevated from the position of vice-president to president; R. I. Baumann, Phillips, was elected vice-president, and Mr. Dickof, secretary-treasurer, succeeding Mr. Baumann.

#### Panhandle Convention

(Continued from page 60)

out from "busting sod" with an ox and a double plow to the modern farm machinery. Optimism for the Panhandle farmers and farm dealers was seen by Mr. Langham as reasonable because of his observations of good soil conditions, sane methods and sound judgment of Panhandle settlers and farmers.

Specialty selling was discussed by B. Sherrod, Lubbock, Texas, who defined a specialty as that piece of merchandise upon which special, out-of-the-store sales methods are used. He admonished dealers to "Watch your profit margins, know your net, keep your servicing costs down to about 2 per cent and rents around 3 per cent. Don't let sales expense eat you up, watch trade-in expense closely here."

Forum discussions of the convention centered around "trade-ins." Admitting that there must be trade-ins, the general opinion was that it was an individual problem with each dealer, one that would eat up his business if not handled wisely.

As the final convention speaker, L. H. Buisch, merchants' service bureau, National Cash Register Co., Dayton, Ohio, used talking signs to drive home his ideas. With the subject of "Stepping Up Profits," Mr. Buisch pointed out by signs, "You can not run your business by guess and by gosh." "Face the facts, all the facts." "Don't be handicapped by habit." "Fundamentals of selling are—Advertise, Modernize, Display, Supervise, Control." Three brackets under control stressed control of merchandise, transactions and salesmen. "Take stock of yourself. You are your greatest asset." "73 per cent of sales failures are due to the human element." "Respect Yourself and Your Merchandise."

Organization of a 25-year club, composed of those firms which have held continuous membership in the Panhandle organization for 25 years, made E. W. Hardin, president of the Amarillo Hardware Co., president of the group.

All entertainment features were provided by the Panhandle Hardware and Implement Travelers. Visiting ladies were entertained with a matinee party, a tea and a luncheon at the Country Club. Climaxing the entertainment program was the annual banquet, floor show and dance, when the P.H.I.T. was host to 500 guests.

#### California Convention

(Continued from page 62)

first vice-president; R. F. Liston, Morgan Hill, second vice-president, and Le Roy Smith was reelected manager-treasurer for his 28th term. A. W. MacKillop, San Francisco, retiring president, was named to the advisory committee.

Tuesday night, February 4, the group held its annual "Hardware Jinks" dinner in the Blossom Room

dining room of the Casa del Rey with 179 attending. The ladies present had to introduce their men companions. Harry Crowe, past president, was toast-master.

It was voted to hold a golf tournament and a skeet shoot the Sunday before the next convention convenes. Golf was inaugurated this year.

#### Plaster Base Insulation

"Milcor-Silvercote" consists of a corrosion-proof, reflective insulation combined with Milcor Metal Lath. Reflective principle of insulation is embodied in the Silvercote backing which is said to turn back from 80 to 95 per cent of the radiant heat which strikes it. Surface consists of a mineral, homogeneous polished pigment. It meets in-

sulation tests of moisture-resistance and durability. Maker states surface cannot oxidize or corrode. Metal lath which functions as the plaster base for the new product is heavily galvanized in order to insure permanence and durability. An attractive, illustrated booklet describing Milcor · Silvercote, is available on request. Milcor Steel Co., Milwaukee, Wis.





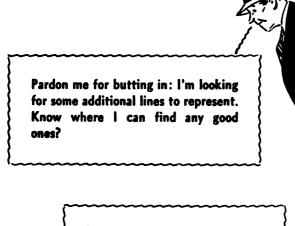
Boom sales expected

- During the garden buying season Vigoro messages will appear in 21 metropolitan centers through the popular newspaper magazine supplement "This Week." Local newspapers blanketing the entire U.S. will fortify this program with numerous potent Vigoro advertisements... thus carrying the story of Vigoro into practically every community.
- Interesting—these Vigoro ads will get instant attention by high-lighting serious problems that every home gardener faces and wants the answer to — weedy lawns, stunted flowers, worms, and grubs,
- Fast selling—the ads will tell how these gardening problems can be solved by feeding Vigoro—the complete plant food that supplies all eleven food elements needed from the soil.

- Big-space ads in 8 leading home and garden magazines will back up this barrage in newspapers—will give doubleselling on best prospects for Vigoro.
- For years Vigoro has been the world's largest selling plant food most profitable plant food for garden supply dealers to feature. Tying in with Vigoro's gigantic 1936 campaign is sure to produce record-breaking sales!
- Powerful help in putting over your Vigoro promotion is at your command. Shrewdly planned electros for your newspaper advertising or catalog are offered free—also dynamic store and window display pieces. Get them now from your Vigoro salesman or write the address below.
- If you're one of the few dealers not already handling Vigoro, write for attractive dealer proposition.

#### Swift & Company Fertilizer Works CHICAGO, ILLINOIS

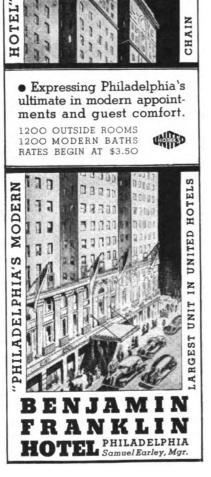






Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of HARDWARE AGE. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.





#### Illinois Convention

(Continued from page 64)

pressed its full sympathy with the decision of the board of governors of the National Retail Hardware association to support such of the measures now pending or that may be introduced in the present session of Congress as appear to offer greatest assurance of elimination of discrimination.

As guests of the Peoria Retail Hardware Association, headed by William A. Swanson of the Uplands Hardware Co., visiting dealers convened in the State Armory, where there were exhibits of 86 manufacturers. Dealers experienced a degree of "martial law," because in

the same building four companicof the Illinois National Guard were mobilized for strike duty in the neighboring town of Pekin.

One of the highlights of the three-day meeting was the annual banquet at Hotel Pere Marquette, convention headquarters, where an elaborate program of entertainment and dancing filled the evening. A stag party preceded the convention, and throughout the meeting wives of dealers were entertained at luncheons, bridge and theatre parties.

Peoria will entertain the State Association in 1937.

#### North Dakota Convention

(Continued from page 66)

edies for meeting this sort of competition.

At the concluding session A. F. Hoff, Wishek, was elected president. Other officers named: Harvey A. Neddaught, Westhope, and Peter Fugelso, Minot, first and second vice-presidents; Miss Louise J. Thompson, Grand Forks, reelected

secretary-treasurer; and George J. Boley, Carrington, W. J. Gust, St. Thomas, Loren Elenbaum, Langdon, J. J. Schmitz, Valley City, Dupont Bjelde, Mayville, Howard Connolly. Devils Lake and Hilmen, directors.

The executive committee will select the 1937 convention city at a later date.

#### Southern California Convention

(Continued from page 59)

salesmanship and courtesy. "Center sales effort on profitable merchandise and forget about chain store competition. Go out after business which pays dividends. Forget about the petty little items which pay a penny profit. It is not the merchandise which is sold, but that which stays sold that counts," were some of his points.

Along in much the same vein, J. C. Snell told his audience it was not enough for a man to know he made so much money, but exactly where he made it, as he argued for every dealer to have a good, plain, simple record system which would reveal which department was making money and which one was a losing proposition, and why.

Hailed as the Roger Babson of the Pacific Coast, George H. Eberhard gave his version of what 1936 means to us. Forget about this being Presidential year, for it will in no way affect business, and discount all political talk that taxes will be reduced, for in the past 300 years taxes have steadily mounted, he pointed out. Prediction was made of a tremendous real estate boom and wave of prosperity for the country which would have its center in Southern California. "And," he admonished, "following this bigger and better boom, we will have a bigger and better depression."

A plea for more consideration of the problems of the small independent retailer, particularly his advertising problems, was made by Ralph Feuerborn of Van Nuys. Jobbers, he voiced, should have an individualized advertising service to help the little fellows sell the thousand and one items they have for sale. There should be a hardware advertisement in every issue of the local papers, and the main reason this is not done is the trouble of preparing this copy. "The average hardware copy is terrible. Sales promotion is what we small fellows need badly," he concluded.

Many resolutions tending to improve the condition of the independent hardware dealers were passed.

The following officers were elect-

#### Whether It's JUNE or JANUARY

There Is Always a Demand For

A Year 'Round **Profit Maker** 



66BLACK LEAF 40" enjoys a constant year 'round demand, because of its many varied uses. "Black Leaf 40" kills aphis, leaf hopper, thrips, red bugs, etc., in the garden. It aids in the control of damaging insects on fruit. It is a most economical means of poultry delousing, killing lice on livestock, etc. Sprayed on shrubbery and evergreens, "Black Leaf 40" keeps dogs away.

#### More Profit—Faster Turnover



These many uses make "Black Leaf 40" the universal insecticide. They also make it un-necessary for you to carry a wide stock of insecticides. To you they represent quicker turnover and more profit.

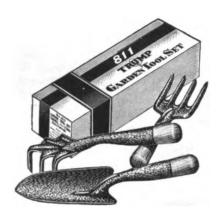
Check your stock for all sizes so that you can take advantage of the constant national advertising appearing in nearly 200 different publications. Your jobber will be glad to furnish counter display material to help you sell.

TOBACCO BY-PRODUCTS & CHEMICAL CORP. Incorporated Louisville, Kentucky A Sure Trick . . . for Greater Profits

LEAD

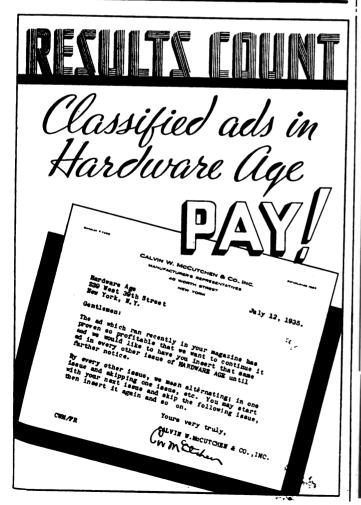


.... the new chrome green NO-MAR finish Hand Garden Tools will clinch your customer's selection because of its obvious strength and durability. A sure trick for more Spring sales and greater profit. . . . Order TRUMP Hand Garden Tools today. Either individually or in the three-piece set illustrated.



NO-MAR FINISH

ANIMAL TRAP COMPANY OF AMERICA LITITZ, PA. NIAGARA FALLS, ONT.





volt A.C. or D.C. 13,000 r.p.m. For use at home, in shop or take to job. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands. saws, sharpens, engraves. Retail price \$10.75 and up. 3 Accessories FREE



with 5,000,000

monthly circu-

lation directs

SEND FOR

Free BOOKLET

CHICAGO WHEEL & MFG. CO. 1102 W. Monroe Street CHICAGO, ILL.



Write TODAY for details and prices.

ALLITH-PROUTY MFG. CO.. Danville, III



#### For Those Who Want the BEST

The outstanding quality nozzle in the SHERMAN line. Highly polished bronze, machined and assembled with precision. Built to last. Wrapped individually in alternate colors of Black and White tissue. One doz. in attractive Gold Covered Display Box, trimmed with rich Black. 3/4" size.

Write for literature and samples SOLD THROUGH JOBBERS

H. B. SHERMAN MFG. CO. **Battle Creek** Michigan ed for the ensuing year: President, R. H. Westbrook, Riverside; first vice-president, M. D. Hammersley, Puente; second vice-president, Paul Rompage, Hollywood. J. V. Guilfoye was reelected to fill the important post of secretary-treasurer. Area directors are elected by a mail ballot by the members in each district at a later date.

It is interesting to note that in selecting the president and first vicepresident, the association elevated two men whose fathers are old-time retail hardware men. R. H. Westbrook is the son of J. R. Westbrook of Riverside, who has been in the hardware business for 52 years and who formerly was associated with the Simmons Hardware Co.

M. D. Hammerslev's father started in the hardware business 24 years ago, and is one of the original members of this association. Both these newly elected officers are rated as first-class hardware men in their own right.

#### Texas Wholesalers' Meeting

(Continued from page 70)

Adolphus, as the guests of the Texas Hardware Boosters Club.

Incumbent officers of the Texas Wholesale Hardware Association are: Charles E. Nash, Nash Hardware Co., Fort Worth, president; C. Stanley Roberts, Roberts, Sanford & Taylor, Sherman, first vicepresident: Sol L. Levy, Black Hardware Co., Galveston, second vicepresident, and Earl P. Singleton, Nash Hardware Co., Fort Worth, secretary-treasurer.

Members of the Executive Committee are: Raymond A. Slack, Huey & Philp Hardware Co., Dallas, chairman; W. W. Plowden, Sabine Supply Co., Orange; D. P. Seay, Morrow - Thomas Hardware Co., Amarillo, and Roy Smith, The Walter Tips Co., Austin.

#### North Coast Convention

(Continued from page 72)

merchandising efficiency . . . tell your story . . . you can't sell it unless you have it . . . other lines of retailing are going after the business more than hardware people who have apparently lapsed behind other common-ground retail outlets . . . salesmen should know what is in stock and what is advertised."

Convention matters occupied the attention of delegates during most of the meeting, but the 150 registered hardwaremen enjoyed a luncheon and entertainment provided by the Seattle Hardware Company and the Schwabacher Hardware Co., Seattle, wholesalers.

The complete roster of officers for the 1936-1937 term includes: A. R. Quackenbush, president, Eugene, Ore.; J. M. D. Hansberry, first

vice-president, Seattle, Wash.; D. B. Chown, second vice-president, Portland, Ore.; and T. S. Coy, secretary-treasurer. Mr. Coy fills the vacancy caused by the resignation of Ray Cavanaugh, Auburn, Wash., who had served his association well for a number of years.

The following were named to the board of directors: W. J. McKenzie. Goldendale, Wash.; Richard Fendall, Forest Grove, Ore.; J. G. Bennett. Seattle, Wash.; Roland Hubbard, Medford, Ore.; F. A. Ernst, Seattle, Wash.; George E. Allen, Portland, Ore.; Ray McNair, Bandon, Ore.; C. G. Jennings, Tacoma, Wash.; Neil Cockran, Snohomish, Wash.; and A. L. Callo, Elma, Wash.

#### Electric Hair Clipper



Clipshave eliminates the use of blades, brushes, water, soap, lather, shaving cream or lotions. It is said to quickly and comfortably remove the toughest beard or finest hair, regardless of length, without clogging or getting dull and without injury to the skin. Operates on A.C. or D.C. current by plugging in socket and touching the starter wheel. It is supplied to operate on all voltages and may be ordered at no extra charge for special voltages. List price, \$10. Clipshave, Inc., 213 Summer St., Stamford, Conn.





PRUNING SHEARS, HEDGE SHEARS



No. 24 SF PRUNING SHEAR

A Fast-selling, Popular-priced Shear
Every Dealer Should Carry in Stock.

MANUFACTURE:
Hose Reels

Steel Goods

Screen Hardware

Post Diggers

Corn Planters

Potato Planters

and
Numerous Other

Spring and Summer Items.

Send for Catalogs.

THE C·K·R CO., 1836 Euclid Ave., Cleveland, O.

REAL sales representatives advertise in the "Sales Accounts Wanted" columns of the classified advertising section of HARDWARE AGE.



ALWAYS NEEDED!

A List of

## WHOLESALE HARDWARE HOUSES Giving

Names and Addresses; Capitalizations; Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS
CREDIT DEPARTMENT
DIRECT MAIL WORK

HARDWARE AGE VERIFIED LIST
239 W. 39th 8T., NEW YORK, N. Y.

#### NO MORE "GYP" FLINT

(AS FAR AS WE ARE CONCERNED)

Effective January First, 1936, we have discontinued the manufacture of Flint Sandpaper in the  $8\frac{3}{4}$ " x  $10\frac{1}{2}$ " size.

On and after that date we offer only our First-Quality JEWEL Brand, full 9" x 11" size, made from first-quality materials and packed either in the waste-saving Jewel carton or the time-saving Jewel shelf dispensing box.

A Genuine Jewel Abrasive
BEST OF THE BETTER BRANDS
d—best of all—Genuine First-Quali



And—best of all—Genuine First-Quality JEWEL Sandpaper will cost you no more than the "scalped" size!

#### ABRASIVE PRODUCTS, INC.

Manufacturers of Coated Abrasives for Wood, Metal, and Leather Working SOUTH BRAINTREE, MASS., U.S.A.



General descriptive catalog, now on the press, lists many improved time and money-saving abrasives.

Shall we reserve your copy.

Just mail the coupon—Pin it to your letterhead if you prefer.

Abrasive Products, inc. South Braintree, Mass.

Reserve my copy of your new catalog (H.A.4)

NAME	
------	--

### Repairs Broken Firepots Protects New Ones

A NEW DISCOVERY. A refractory material (industrial oven type) that saves stoves and fuel. It makes fires burn hotter, repairs cracked or broken fire boxes, protects new castings indefinitely. Ends smoke and soot, reduces ashes.

READY MIXED (no alibis) FIRE-LINE comes in sealed cans, ready to apply. Having the consistency of putty it is easily molded to firepot walls in any thickness. Any housewife can make her range better than new in a few minutes. You never have to alibi for FIRELINE.

GUARANTEED to withstand 3,000° F. not to crack, fuse or spall, FIRELINE does not have to be "babled", does not have to be constantly replaced.

WHEREVER FIRELINE has been introduced it has taken the community by storm. From neighbor to neighbor it builds your trade, brings new customers to your store. It has obsoleted all mix-and-smear-on store linings. Be the first in your territory to announce it.

Fireline Steve & Farnace Lining Co. 1859-B Kingsbury St., Chicago



## The best thing on earth for lawns and gardens



#### FREE Sales Helps

LOMA'S 1936 dealer advertising material—new and colorful —includes:

3 - Piece Window Displays
— Counter Easels — Price
Cards — Overhead Banners
— Consumer Leaflets —
"Good Gardening," etc.
Correspondence invited.

L O M A 61 Broadway, N. Y. C.

Loma
THE PERFECT PLANT FOOD

#### Michigan Convention

(Continued from page 57)

sessions. Most of these panels were led by a selected group of Michigan retailers, with prepared material. These included: R. T. Davis, Adrian; C. H. Whitney, Merrill; Karl Katzenmeyer, Hillsdale; C. L. Goddeyne, Bay City; Ira Kaufman, Detroit; M. Sagendorf, Greenville; N. J. Waters, Paw Paw; Thomas B. Burns, Detroit; Ford J. Otis, Sandusky; L. A. Straffon, Croswell; W. R. Wolfinger, Litchfield; and F. A. Reynolds, Niles.

H. W. Bervig of Lansing, secretary of the Michigan Association, spoke on Wednesday on "Cooperation in the Hardware Industry," taking the novel position that the average retailer imposes too much upon the jobber in many ways. The ordering of too many small packages, instead of ordering in not less than dozen package lots in most lines, was a common fault. Cooperation will give the jobber a chance to live, too.

A. O. Eberhart, former governor of Minnesota, spoke at the noon luncheon, upon "Dollars and Sense of the Federal Housing Act." He gave a very forceful exposition of the act, and what the retailer can do to take advantage of it. He took the hardware men "behind the scenes" in Washington on the political issues involved.

J. Frank Grimes, founder of the Independent Grocers' Alliance, Cincinnati, of Chicago, spoke on "Planned Cooperation, the Coming Power in Marketing." Mr. Grimes dealt with the related problems of grocery retailing, believing they were largely identical with those in hardware. He contended that the housekeeper, too, would profit by buying in larger quantities, instead of asking, for instance, for delivery of a package of tacks. Just because she could buy cheap was no reason why she should. Every time she followed such a policy, she helped to depress her own family income, since low prices mean lower wages in the long run.

W. C. Judson, hardware dealer at Big Rapids, and new president of the association, discussed the new importance of table and open rack display, in contradiction to the older store policy of keeping most items on counters or in drawers, suggesting the practical sales appeal of the customer being able to pick up and handle goods.

Ray Badger, dealer at Saginaw,

discussed "Organized Selling Outside the Store" with especial reference to the country and smaller town dealer. He advocated direct contacts with the trade, especially rural, in their homes, leaving equipment, especially electrical devices such as washing machines and separators, in order that the customer can come to like them—and then they will not want to give them up.

Ray T. O'Brien of the Dealers' Service Company, George Worthington Company, Cleveland jobbers, spoke on "Know Your Competition, citing comparative costs of chain and independent dealer operation again. He presented some fifty samples of comparative goods, from lawn mowers to one-inch chain store rope that measured 7/8 inches instead, and contended that chain store merchandise is commonly of inferior quality, lighter weight, etc. Chain store material in national mail order catalogs, he said, is usually cheaper in price than the same item in the chain's own stores, because of the higher cost of doing business through a store, but the catalog material frequently fails to come up to specifications. He concluded that the independent dealer has a definite competitive advantage.

John W. Reigel of the Bureau of Industrial Relations, University of Michigan, Ann Arbor, explained the provisions of current Social Security legislation affecting the retailer.

A grand "Jamboree" on Thursday night at the Hotel Statler was the final social event of the convention, with an informal program of acts and entertainment—not a staged banquet.

In addition to the business session on Friday morning, all the time was taken up by two short speeches, one by H. A. Daschner, new field representative of the Association at Lansing, on "Planned Merchandising," discussing what steps the association is taking to instruct dealers in adequate store merchandising and display.

Ralph L. Lee, executive engineer, and inventor, of General Motors. gave a closing talk on "How Your Customer Looks at You," advocating eliminating the brusque attitude of many hardware salesmen, and cultivating the attitude of giving service, instead of feeling that the clerk is doing the customer a favor.



#### SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS ANTIQUE BRONZE — ALUMINUM

#### HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA

#### SURE GRIP ROPE CLAMP

Easily Tightened . . . . Easily Loosened



The only one of its kind! A pull on the rope tightens the line . . . a pull on the handle loosens it. Sturdy, efficient, unique. Takes 4 sizes of rope, from 1/2 to 1/2. In Malleable Iron Cadmium Plated or Solid Brass. Write for sample and low price.

#### SURE GRIP ROPE CLAMP CO.

98 MAGAZINE ST.

**JOBBER** 

NEWARK, N. J.





W. D. ALLEN MFG. CO.

566 W. Lake Street, Chicago, Illinois
28 Warren St., New York City, New York

#### TROWBRIDGE GRAFTING WAX



Best known Grafting Wax for 86 years. Used and endorsed by leading authorities in horticulture the world over. Preferred by most nurserymen and orchardists—

#### For Grafting, Budding and After Trimming

all kinds of fruit and ornamental trees, shrubs, vines, etc. Also for painting tree cuts and bruises. New ¼, ½ and 1 lb. pkgs.; also 5 and 10 lb. containers. Another fine product is TREEKOTE Emulsion for dressing, pruning and grafting all types of tree wounds. 1 pt. to 5 gal. cans. Write for prices.

WALTER E. CLARK & SON, Box E, Milford, Conn.



PAINT
SPRAYERS

Fast, efficient "professional type" electric spray outfits for all general Write for com-

electric spray outfits for all general painting, etc. List at only \$5.00, \$14.00, \$20.00. Auto power sprayers \$2.60 and up. Splash feed oil system, new type diaphragm compressor, steady pressure, no cylinders, pistons or rings to wear out. Quality at low cost.

W. R. BROWN CO. 2014

2014 N. Major Ave.

off your counter.

plete details

of models,

prices and

discounts. Sell S p e e d y Sprayers right

#### BIG \$1.00 ITEM REPLACEMENT DUST BAGS FOR ALL MAKES VACUUM CLEANERS

Note These Features: Expert Steneilies Choice of Colors

Instant Fasteners Highest Quality Twill Attractively Bexed

ELECTRIC HEATING PADS. BIG \$1 ITEM. MANGLE ROLLER COVERS. 50¢ ITEM.

OHIO TEXTILE SPECIALTY CO.

3444 W. 54th St.

Cleveland, Ohio



#### The Original "HORSESHOE MAGNET" HAMMERS

Steel Forgings, Permanent Magnets. The best magnet hammers on the market. Give long and satisfactory service. The Hammer holds the tack.

ARTHUR R. ROBERTSON Sole Manufacturer 596 Atlantic Ave., Beston, Mass.

#### **KEY BLANKS**

OF ALL KINDS



Catalogue on Request GRAHAM MFG. CO.

Dept. W. Derby, Conn., U. S. A.



#### Retails For 18 Cents

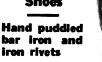
—at this low price Gardiner Repair-All (Acid-Core) Solder meets chain store competition and still allows a normal

pront.
This exceptionally high grade solder is packed in handy and attractive cans—10 cans in a display box.
Jobbers everywhere can supply you with genuine Gardiner Solder.



#### BURDEN

Horse & Mule Shoes





**BURDEN IRON COMPANY** TROY, N. Y.



MOUNTED ON THIS "SALESMAN"

Colorful, fast-selling dis-play holds doz. clippers @ 35¢ ea. Good profit. Ask your jobber. Send for cata-log price sheet.

The H. C. COOK CO. ANSONIA. CONN.

#### Stimulate Interest in Tools

(Continued from page 35)

some company such as the Carborundum Company, Disston's or one of the paint companies, is present at each meeting. Facilities for showing moving pictures and for giving actual demonstrations of tools are provided, so that the lecturer is given every opportunity to put his talk across. The discussions following each lecture are one of the most interesting phases of the meetings.

An important stimulus to attendance are the door prizes awarded at each meeting. As the members arrive they are each given a numbered slip. At the end of the meeting a drawing is held and the member holding the number drawn is awarded the prize. Such prizes as \$2 sharpening stones or \$5 Disston saws are well worth winning.

On meeting nights the tool department comes in for a lot of attention before and after the lecture. New machines are set up and demonstrated, and all questions willingly answered. types of tools may be examined at close hand, degrees of quality compared-and desires stirred that latter result in sales.

The Fleck store finds it well worth while to build up their Handicrafters' Club and their tool department. The interest aroused in the community stimulates the demand for tools, and Fleck's is naturally the place where these tools are bought.

#### A Luminous Store Front

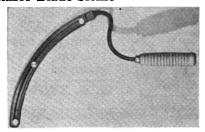
(Continued from page 32)

Fixed Charges Per Year—Depreciation at 20% per year Interest at 6% per year Insurance (assumed)	30.00	
Per month	\$145.00	\$12.08
Operating Charges Per month—Energy (at 4c. per kwh.) (5 hrs. per day)	\$12.00	
Lamps (1.8 renewals per year)	3.50	
Maintenance	5.00	
	\$20.50	20.50
Total cost per month		\$32.58
Circulation per month (in thousands)	75	\$00.43
Cost per thousand circulation		₹vv.450

This figure, which is based on a more or less average type of display and conservative circulation, may be compared with the cost of \$3.00 to \$5.00 per thousand for newspaper advertising, street car cards at \$1.00 per thousand, or even the \$1.00 a day for a sand-

wich man. It may be pointed out, furthermore, that the luminous store front does its advertising directly at the store, which is the point of sale, an advantage not offered by various other advertising media.

#### Razor Blade Sickle

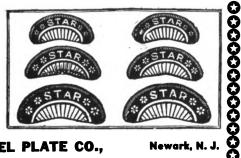


Gras shaver, for trimming lawns, hedges and shrubbery, utilizes razor blades for a cutting edge. Old blades may be used. Damaged blades can be easily and quickly replaced. It is set at correct edge for esiest cutting. Made of forged steel. List price, with blades, \$1. Gras Shaver Co., Ames Bldg., Bos-

#### Word-TURNOVER ©

A thousand words wouldn't tell the profit story of Star Heel Plates like one word—turnover. They SELL and REPEAT. Put up 3 pairs assorted on cards—1

doz. cards to bundle. Also bulkgross pairs in box. Sizes for all shoes. Sold by Leading Jobbers. Send for Samples and Prices.



STAR HEEL PLATE CO.,

Newark, N. J.

Ŏ

## COLORTOP SHOCKPROOF

#### Sell Because They Tell

Trico Fuses are made with COL-ORED tops—customers may secure any SIZE wanted from 6 to 30 Amperes by simply mentioning the COLOR. There's a distinct COLOR for every size. The top of every Trico COLORTOP Fuse is also made SHOCKPROOF. Cadmium made SHOCKPROOF. Cadmum Plated Metal Parts prevent corro-sion and insure better contact—3 features that help make quick sales. Every COLORTOP fuse bears the new "Underwriters' Label." Packed in handy five-unit cartons of 50 fuses—10 cartons in attractive 7-color Counter Disp. Box. If your Jobber cannot supply-write to us.

TRICO FUSE MFG. CO.

MILWAUKEE

WISCONSIN Dept. H

#### Increase dime sales with this NEW ALL-METAL



With an order for only 72 window front packets of Moore Push-Pins, glass and aluminum heads, and pushless hangers, you can receive absolutely free, this new, attractive revolving display cabinet . . . Dealers everywhere have told us that sales literally jumped the day they placed it on their counter. Start this very day to increase your dime sales...order from your jobber.

MOORE PUSH-PIN CO. 113-125 Berkley St., Phila.

#### 600A TORCH an unusual value a popular price

This fine-quality tool is priced to appeal to the man who wants a fully enclosed burner and lock-down pump. The tank is finished in highly polished brass. It is strongly constructed and produces a powerful, well-controlled flame. C & L 800 and C & L 158A are two more low-priced torches suitable for the occasional user.

Write for folder to the

CLAYTON & LAMBERT MFG. CO. Detroit, Michigan

Makers of World's Largest Selling Firepote

#### SURE-GRIP Hose Clamps



"Sure-Grips" have no raw edges to corrode because they are galvanized after all machining operations are completed. "Sure-Grips" fit tightly — and perfectly — on every hose. Clamps for special uses made to your own specifications.

> Ask your jobber-or write us direct for price list.

J. R. CLANCY, Inc. N. Y. Syracuse

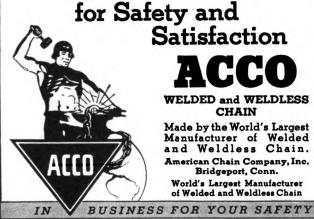


To completely satisfy your customers, ask your jobber for COLUMBIAN Tabe-Marked. You can tell it by the Tape-Marker in all sizes and the red, white and blue surface markers in 3/2 inch diameter and larger.

Columbian Rope Company, Auburn, "The Cordage City", N. Y.

#### **ERPROOFED - GUARANTEED**





Satisfaction

WELDED and WELDLESS CHAIN

Made by the World's Largest Manufacturer of Welded and Weldless Chain.

American Chain Company, Inc. Bridgeport, Conn.

World's Largest Manufacturer of Welded and Weldless Chain

#### CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach Hardware Manufacturers, Manufacturers' Agents. Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

#### CLASSIFIED ADVERTISING RATES

#### **Pesitions Wanted Advertisements**

at special rate of one cent a word, minimum 50 cents per insertion.

#### All Other Classifications

Set Solid, Maximum of 50 words ... \$3.00
Each additional word ... ... .06
All Capitals, Maximum of 50 words . 4.00
Each additional word ... ... .06
Allow Seven Words for Keyed Address

#### **Bexed Display Rates**

#### Discounts for Consecutive Insertions 4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts do not apply on Positions Wanted Advertise-

ments

#### REMITTANCE MUST ACCOMPANY ORDER Send check or money order, not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 13 days previous to date of publication.

#### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

idress your correspondence and repties to

#### HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City

#### SALES REPRESENTATIVES WANTED

WANTED — EXPERIENCED HARDWARE SPECIALTY SALESMAN to call on builders' hardware trade. Old-established nationally known line. Some engineering knowledge desirable. Iowa, Kansas-Missouri or Dakotas territory. References required. Address Box B-989, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

NATIONALLY KNOWN MANUFACTURER
IS LOOKING FOR AN
EXPERIENCED HARDWARE MAN
Age 30 to 40 years, to take charge of their New
York Office. Office has been established twelve
years. Applicant must be acquainted with jobbing
trade in Metropolitan District. Philadelphia, Baltimorre, Washington and Virginia. Salary and
homes.

25.
968 Bex B-947, care of HARDWARE AGE,
236 W. Seth St., New York City

IF YOU CAN SELL PADLOCKS and latches in Ohio, West Virginia and Western Pennsylvania on commission basis, write, giving your qualifications and lines now being sold. Address Box B-1000, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**SALESMEN** WANTE

The STANDARD Door Closer offers opportunity for added profit to established salesmen calling on hardware, lumber and building supply dealers. A highgrade device for screens and moderate weight doors. Compact and dependable, using liquid checking medium. Priced under other hydraulic closers. Inquiries from competent salesmen are invited; they will be held in strict confidence.

KAYWOOD COMPANY Benton Harbor, Mich. \*\*\*\*\*\*\*\*

#### SALES REPRESENTATIVES WANTED

WANTED — SALES REPRESENTATIVES NOW CALLING on the retail hardware trade in the states of New York, Pennsylvania, Indiana and Wisconsin to represent a reliable manufacturer of hickory tool handles. Address Box F, Puxico, Mo.

#### Sales Representatives Wanted

To sell leather half soles and rubber heels to jobbers in New England, Ohio, Indiana and Southwest, Straight commission on all orders received from territory. Line established in 1920.

THE HAGERSTOWN LEATHER COMPANY

THE HAGERSTOWN LEATHER COMPANY Hagerstown, Maryland

WELL-ORGANIZED SPONGE WELL-ORGANIZED SPONGE AND CHAMOIS firm needs two men for South and West. Strictly commission. Ideal as a sideline for those knowing wholesale and large retail hardware trade. Address The Dan Malloy Co., 253 N. 4th St., Philadelphia, Pa.

WANTED — HARDWARE SIDELINE SALESMAN — EXPERIENCED and well acquainted in department stores, retail, hardware and garden supply houses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

A WELL-KNOWN MANUFACTURER WITH an attractive line of modern kitchenware wants an active, experienced salesman for northern Ohio and northern Indiana. References. Address Box B-990, care of Hardware Age, 239 W. 39th St., N. Y. City.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minneapolis,

ESTABLISHED MANUFACTURER HAS SEVERAL OPENINGS exclusive territories. If you are now calling regularly on hardware, mill and contractor supply trade and can add several good items to your line, commission basis, our proposition will interest you. Address Box 377, Toledo, Ohio.

HARDWARE MAN WANTED TO CALL on industrial trade in Greater Boston. We prefer a middle-aged man who has contacts with industrial buyers. Liberal commission. Tell us all about yourself and give references. Address Box B-992, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN CALLING ON THE PAINT and hardware trade, to handle sideline of gummed labels with a give-away premium; lowest prices on labels, and premium gets the order for you. Large commissions paid daily. Men wanted in all territories. Write, do not call. Address Safeway Company, 92 Liberty St., N. Y. City.

#### SALES REPRESENTATIVES WANTED

SALESMEN, FOR EXTREMELY ACTIVE AND quick repeating insecticide, who call upon hardware, grocery and drug trades, wholesale and retail. Commission basis. Offers fine opportunity for permanent and profitable connection. Address Box B-995, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH FOLLOWING IN RETAIL hardware trade to sell full line of electrical supplies, plumbing supplies and hardware specialties. Position open with a progressive Jersey jobber. Prefer man familiar with Southern Jersey trade. Liberal commission. Write details and references. Address Box B-994, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURERS' AGENTS OR SALES-MEN to bandle product of old-established manu-facturer. High-grade item with steady repeat business. Liberal commissions. Prefer men with following in hardware and agricultural supply trade. Please state exact territory covered. Ad-dress Box B-993, care of Hardware Age, 239 W. 39th St., N. Y. City.

SALESMEN TO SELL PAINT BRUSHES, on commission, to hardware stores and paint dealers. High-grade line made by an old-established brush factory in New York. Only those with established business need apply. State age, experience, territory covered and firms now representing. Address Box B-997, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN — REPRESENTATIVE NEW YORK WHOLESALE hardware, housefurnishing and electrical goods house requires the services of several men for Metropolitan area, Long Island, Westchester, Jersey. Must be thoroughly experienced. Only those with following need apply. State with whom employed last five years. Confidential. Commission basis only. Address Box B-996, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### Business Opportunities

WANTED—ONE SECOND-HAND REVOLVO Nail Bin. Capacity fifty kegs. Apply P. O. Box 526, Savannah, Ga.

FOR SALE—OLD-ESTABLISHED HARD-WARE business, inventory value about six thousand. Good location in town of seven thousand inhabitants, in one of the best farming counties in southeast Alabama. Address P. O. Box 53.

FOR SALE — TEN-FOOT DOUBLE-FACE horizontal electric sign. The word—Hardware—in red neon letters, one foot high. Firm name can be changed easily. Cost \$350. Used three years. Good condition. Complete for quick sale, \$85. Address Chester Weis, 314 E. 8th St., Monroe, Mich.

#### BUSINESS OPPORTUNITIES

CONTACT YOUR TRADE REGULARLY WITH business-building house organ. Low cost—big returns. 500 copies, \$10; 1000, \$15. Your ad has full front page. Enclose with statements,—get sample. Address Crier's Agency, 1840 E. 87th St., Cleveland, Ohio.

FOR SALE — PRIMARILY WHOLESALE HARDWARE and iron works in prosperous city of the Southwest, serving population of over 100,000. Business shows uninterrupted profits over many years. Purchase price \$200,000. Parties contemplate retiring from business. Only well-financed and legitimate prospects considered. Address Box B-998, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### SALES ACCOUNTS WANTED

OUR ESTABLISHED SALES ORGANIZATION CONTACTING hardware, and heating and plumbing supply jobbers, also large industrial plants in the New York Metropolitan District, desires additional items on a commission basis. Correspondence invited. Address Parry Engineering Co., 154 Nassau St., N. Y. City.

SALES ORGANIZATION WANTS LINES EXCLUSIVE for the States of Alabama, Georgia, North Carolina and Florida. Trade covered—wholesale and retail hardware, drug, chain and department stores. Lines accepted must be worthy of real sales effort and pay small retainer and expenses with a bonus for volume. We have the ability to give you proper results. Address Taylor's Sales Service, Box 744, Lakeland, Fla.

A WESTERN CANADA MANUFAC-TURER'S AGENT, selling to wholesale hardware, department stores and builders' supply houses, is interested in arranging to represent a few large manufacturers.

Address Box B-974, care of HARDWARE AGE, 239 W. 39th St., N. Y. City

#### POSITIONS WANTED

EXPORT EXECUTIVE, LONG EXPERIENCE, at present employed by New York Exporter, would prefer employment with manufacturer, New York, or New England. Address Box B-984, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

SALESMAN WITH WIDE ACQUAINT-ANCE AMONG the wholesale hardware trade in Middle West and South seeking connection with manufacturer. 11 years in this territory. Single. Salary or drawing account. Address Box No. 7581-A, care of HARDWARE AGE, 10 S. La Salle St., Chicago, Ill.

SALESMAN WITH SEVEN YEARS' EX-PERIENCE in contacting hardware and house-furnishing jobbers, also department stores, in Metropolitan New York area, desires position with reputable manufacturer as New York salesman. Address Box C-1, care of Hardware Age, 239 W. 39th St., N. Y. City.

SALESMAN WITH ESTABLISHED FOL-LOWING AMONGST hardware, house furnishing and variety jobbers, also contact department and chain stores in Metropolitan New York area desires connection with reputable manufacturer. Address Box B-978, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

EXPERIENCED SALESMAN, AGE 40, WANTS job selling merchants or manufacturers in the Tennessee Valley Territory. Prefer hardware or automotive line from jobber or manufacturer. Can arrange to warehouse stock here if desirable. Commission or salary basis. Address P. O. Box 279, Florence, Ala.

SITUATION WANTED BY YOUNG MAN, thirty-two years of age, at present employed in retail store. Capable of managing store, having had seventeen years' experience both in wholesale and retail as buyer and salesman. Address Box C-2, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH 14 YEARS' CONTACT SALESMAN WITH 14 YEARS' CONTACT selling the reputable hardware, mill supply, and industrial fields in and about Metropolitan New York, would consider a sales construction job for a product backed by a reputable manufacturer. References will stand rigid investigation. Address Box B-999, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

YOUNG LADY OFFICE MANAGER, BOOK-KEEPER, stenographer, 7 years' experience retail hardware, electrical appliances, house furnishings and heavy hardware. Credits and collections. Good education, honest, dependable, good worker, thorough. Excellent record. Highest references. Age 28. Of good family. Good moral habits. Will go anywhere. Address Box B-982, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURERS' AGENT, 31, WITH FOLLOWING in Western Pennsylvania, Ohio territory, would like to carry fast-selling item to hardware, electrical, radio, furniture and department trade on commission and overage basis. Past experience in electrical item, radio midgets, food mixers, fans, lamps, skates, etc. Address C-4, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box C-3, care of Hardware Age, 239 W. 39th St., N. Y. C.

CAPABLE AND CONSCIENTIOUS HARD-WARE MAN needs work. Experience covers cutlery buyer and department manager for large New England jobber; also fifteen years covering New England States for nationally-known hardware manufacturers. Would like job in sales department of manufacturer or jobber or New England sales representative. Address Box B-991, care of Hardware Age, 239 W. 39th St., N. Y. City.

AN EXPERIENCED SALESMAN OFFERS HIS services to a manufacturer who is seeking a reliable productive salesman to cover the Western States, calling on the hardware and automotive jobbing trade. Thoroughly experienced in sales direct to user, as well as through jobber and dealer. Also operation of branch sales offices and warehouse. Can arrange to warehouse stock if desirable. Will locate anywhere for permanent, salaried position. Address 860 Lincoln St., Denver, Colo.

#### Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hard-

Our nies constant appropries in the perianced and well-trained employees in the periance and ware industries.

NO CHARGE TO EMPLOYERS FOR THIS SERVICE

If we can be of any belp to you, just phone ASSOCIATED PLACEMENT BUREAU

152 West 42ad Street

WIS. 7-1862, 1888

### Some Items of Interest

#### Did you know that —

Nine out of ten (92%) of the advertisers using the national hardware papers during 1935 used Hardware Age!

Seven out of Ten (69%) of those who used Hardware Age during 1935 **used Hardware Age ONLY**.

This great advertiser preference for and confidence in Hardware Age has been built up year by year as more and more manufacturers experienced its effectiveness as an instrument for cultivating the areat hardware market.

Advertisers, experienced in marketing through the hardware trade, know that it Pays to Concentrate in Hardware Age.

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Briggs & Stratton Corp.	Gibson Electric Refrigerator   20	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co
Briggs & Stratton Corp.	Gibson Electric Refrigerator   Corp	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co
Briggs & Stratton Corp.	Gibson Electric Refrigerator   S7   Corp	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co
Briggs & Stratton Corp.	Gibson Electric Refrigerator   20	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co
Briggs & Stratton Corp.	Gibson Electric Refrigerator   20	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co
Briggs & Stratton Corp.	Gibson Electric Refrigerator   20	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co 91 Tucker Duck & Rubber Co — Turner Brass Works, The — Turner Bros. —  U  Union Fork and Hoe Co — Union Hardware Co 89 United Royalties Corp. — U. S. Rubber Co — U. S. Steel Corp Subsidiaries, 5, 7, 9 Utica Drop Forge & Tool Co. 85  V  Vaughan Novelty Mfg. Co., Inc. — Victor Electric Products, Inc —  W  Wagner Mfg. Co — West Bend Aluminum Co — Western Clock Co. — Western Cartridge Co — Western Products, Inc — Westfield Mfg. Co — Westfield Mfg. Co. — Westinghouse Elec. & Mfg. Co. — Westinghouse Elec. & Mfg. Co. — Whiting-Adams Co. —
Briggs & Stratton Corp	Gibson Electric Refrigerator   20	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co
Briggs & Stratton Corp. 77 Brown Co., The E. C Brown Co., W. R. 103 Brush-Nu Co Buckeye Aluminum Co., The Bunting System, The Burden Iron Co. 104  C  C-K-R Co., The. 101 Car Products Co Carborundum Co Chain Products Co. The Chase Shawmut Co., The Cheuey Hammer Corp., Henry Chicago Lock Co Chicago Roller Skate Co Chicago Roller Skate Co Chicago Spring Hinge Co Chicago Wheel & Mfg. Co Chicago Wheel & Mfg. Co Clark Bros. Bolt Co Clark & Son, Walter E Clayton & Lambert Mfg. Co Cleyton & Lambert Mfg. Co Cleveland Wire Spring Co., The Clouser Bros Clouser Mfg. Co Clouser Bros Clouser Mfg. Co	Gibson Electric Refrigerator   S7   Corp	O-Cedar Corp. — Ohio Textile Specialty Co	Tubular Rivet & Stud Co
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## Advertising Our Advertisers

The advertisers in HARDWARE AGE are not merely our advertisers but **your** advertisers as well. Patronize them to the full extent of your requirements, because—

- —They are worthy of your support. Being leaders in their fields, they feature in straightforward, dependable advertising the merchandise and service that will profit you in the conduct of your business.
- —They can be whole-heartedly depended upon.
- —They are concerns that are in business to stay.
- —They believe in the future security and success of the hardware trade.
- —They are eager for the continued prosperity of our country.
- —They are practicing what they preach—successful and profitable hardware merchandising.

They deserve your support for their help in making possible the finest business paper published for the hardware field, the recognized authority of the trade for over seventy-five years—

Mention HARDWARE AGE when writing to your advertisers.

#### HARDWARE AGE

A Chilton Publication

239 West 39th Street



New York City

A.B.C.—Charter Member—A.B.P. Inc.

#### ECONOMY YARD DRYERS

Umbrella type, with welded steel post gal-vanized and galvanized malleable castings. Long wood



arms and steel support arms enameled attractive green. be removed from ground box (which is included), when not in use. No. 4 L Dryer with 4 lines, 100 ft. cotton rope-No. 5L

Dryer 5 lines, 130 ft. Both profitable sellers.

THE MOULTON LADDER MFG. CO. SOMERVILLE

New York Distributor: H. KORNAHRENS, INC.



#### IT'S PROFITABLE TO STOCK

#### REPUBLIC STEEL PRODUCTS

PIPE

Plain and copper-bearing steel Toncan Iron SHEETS

Flat and corrugated Plain and copper-bearing steel Toncan Iron

ROOFING AND SIDING

Flat and corrugated Roll and V-crimped styles Plain and copper-bearing steel Toncan Iron

**BOLTS AND NUTS** 

Bolts, nuts and rivets of all standard and special types. Lagscrews, turnbuckles, etc. WIRE PRODUCTS

Smooth and barbed wire Woven wire fencing and poultry netting Nails and staples

FENCE POSTS
Studded "Y", punched tee
and punched angle styles
End, corner and gate posts

REPUBLIC STEEL CORPORATION GENERAL OFFICES . . . CLEVELAND, OHIO





#### LUSI

mean more profit from your brush counter. Ask your jobber.

THE OSBORN MANUFACTURING COMPANY

5401 Hamilton Avenue

Cleveland, Ohio

Sales Offices: New York-Detroit-Chicago-San Francisco

Genuine DOMES of SILENC SLIDE SILENTLY-SOFTLY-SMOOTHLY 409 SET-109 SET-109 SET SAVE FURNITURE & FLOORS-CREATE QUIET 4 Look for words DOMES of SILENCE TO A INSULATED-NOISELESS FOR TILE CEMENT OR MARBLE FLOORS IN

BATH ROOMS, RESTAURANTS, ETC.

LARGE SIZE FOR METAL & WOOD BEDS LARGE CHAIRS & ALL FURNITURE..

Ask your Jobber-

If he is not supplied, write to

DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.

#### For Pipe, Nuts and General Work

The . B. & C. Combination Wrench is a favorite tool.

Does away with



carrying or using two separate wrenches. long nut permits one hand to make adjustments, leaving the other hand free to do whatever necessary. Strongly constructed. Sell with confidence. 5 sizes: 8 to 18 ins., incl.



Ask Your Jobber BEMIS & CALL CO.

Springfield

Mass.

#### The BOSTON LINE of Garden Hose

EETS every garden hose need. 7 stand-VI ard nationally known brands of plied

and moulded hose. Each brand a leader in its own price field. A complete line that gives you a hose for every purpose at a price for every purse.



BOSTON WOVEN HOSE & RUBBER CO. Cambridge, Mass.



#### REMEMBER!

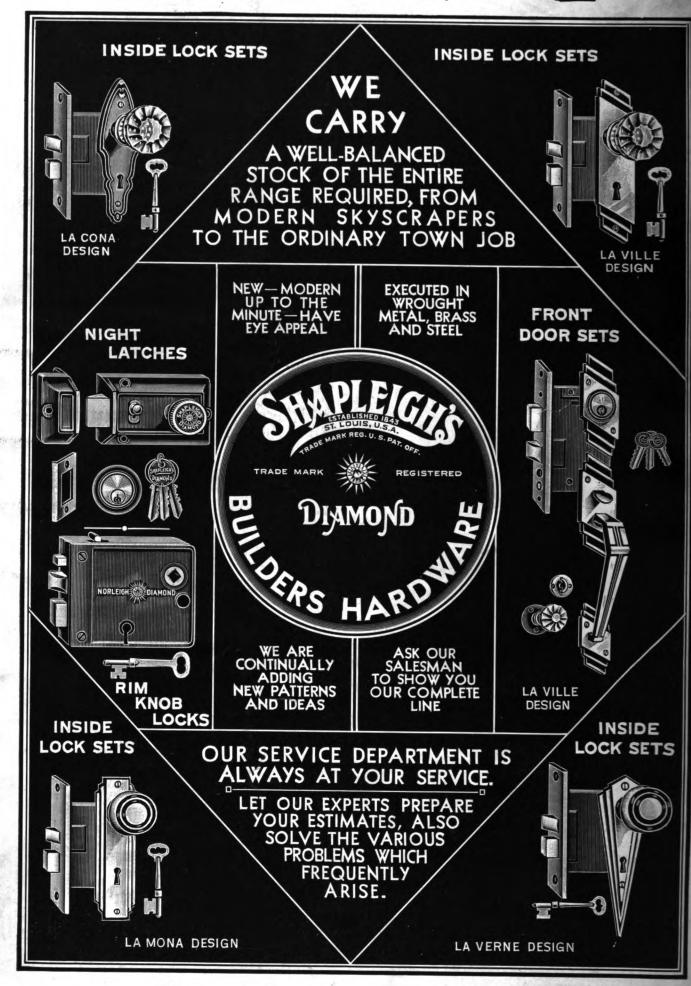
 IRWIN SELLS THROUGH WHOLESALE DISTRIBUTORS ONLY!

THE IRWIN AUGER BIT CO.

HARDWARE AGE

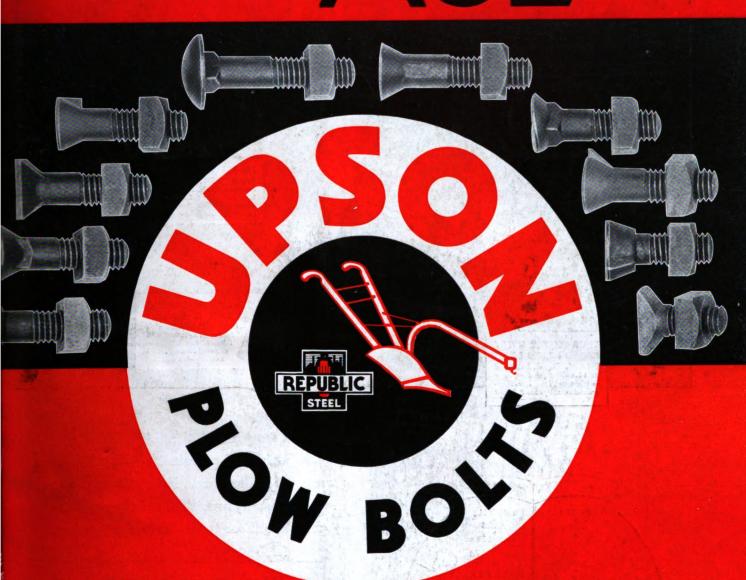
# SUN RAY





MARCH 12, 1936

# Published Every Other Thursday



#### THE LINE IS COMPLETE

All the usual styles for new plows, "repair heads" for old plows, and the numerous specials necessary to get worn agricultural implements back into working order. All are heat treated to toughen and strengthen the bolts to withstand the rigorous treatment they will receive in service. Count on Upson as a good source of supply for plow bolts.

Republic Steel

CORPORATION

GENERAL OFFICES CLEVELAND, OHIO

Not Paid Circulation This Issue 20 034

# THISMonth's Tools il



TRUE TEMPER TRUE TEMPER FORKS SHOVELS HOES AXES RAKES HAMMERS HATCHETS CULTIVATORS FISHING RODS SEEDERS AND LURES REPAIR GOLF SHAFTS HANDLES est in Quality the World Over  For April we present three True Temper Tools of universal popularity—essential in farm and garden work. Free store display material gladly furnished to help you merchandise these tools. Write for it today.

> If your jobber cannot fill orders for these tools, write us and we will send you name of nearest distributor.

#### THE AMERICAN FORK & HOE CO.

Makers of Essential Tools

CLEVELAND

оню

\*Prices slightly higher west of Denver

RUE TEMPER TOOLS

HARDWARE AGE

#### • STOP SLAMS.

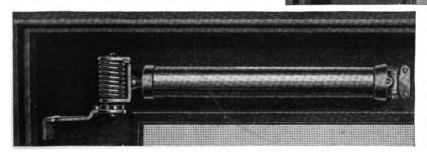


YET in a stock of YALE Screen T Door Closers and be prepared for the special profit opportunity that comes with the Spring.

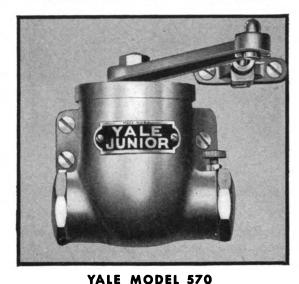
Slamming screen doors and doors left carelessly open are among the worst annoyances in the home. Hardware merchants who show their customers how to end this discomfort will profit liberally.

Place your order now with your jobber or write direct to us, giving jobber's name.

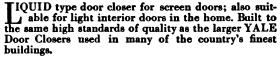
#### THE YALE & TOWNE MFG. CO. STAMFORD, CONN., U.S.A.



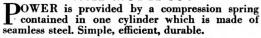
### SELL TRADE YALE MARK SCREEN DOOR CLOSERS



IQUID type door closer for screen doors; also suit-



#### YALE MODEL 504



#### YALE MODEL 506

OPERATES by visible coil spring. Tube is of seamless brass and piston has heavy steel washer which prevents leather washer from getting out of position. Brass spring holds leather washer firmly against side of tube. Exceptional value—strong, dependable.





If YOU operated seven stores instead of one, would you be satisfied to know that their combined business showed a profit? Of course not! You'd want an individual record for each store—its purchases, sales and expenses. You'd want to know how much each one made or lost.

Your business is really a number of stores under one roof—each a department of your business. Do not be misled into believing that your business does not need to be departmentized even though you have a net profit at the end of the year. What if you had had a loss? Would you know whether it was in house

furnishings, auto accessories or tools?

You carry thousands of items. Do you know which lines pay a profit? Which lose money?

Since there is no such thing as an "average" hardware store, your margins must be adjusted to fit your individual condition. You must keep a line on what sells and how it sells to control your profit.

Uuless you have accurate records of sales by departments, how can you know where to put extra selling effort? How can you know whether it is more profitable for you to push paints rather than hardware, or vice versa? Only by knowing what is going on in each department of your business while it is going on can you control your profits.

You need facts and figures which prove absolutely which department is losing money or which is making a satisfactory profit. You should be able to get such facts easily and quickly just when you need them.

Ask our representative how a National Cash Register Departmentizing System will help you control profits in your hardware store. It costs nothing to find out. It leaves you under no obligation. Why not call a National representative today?

# National Cash Register Co.

CASH REGISTERS • TYPEWRITING-BOOKKEEPING MACHINES
CHECK-WRITING AND SIGNING MACHINES • ANALYSIS MACHINES

POSTING MACHINES •
POSTAGE METER MACHINES

BANK-BOOKKEEPING MACHINES

CORRECT POSTURE CHAIRS



### with our national advertising

• Our product is a "natural" for you. First, because there is not only a natural demand for insecticides and fungicides but a steadily increasing one. Right now, in your community, commercial growers and home gardeners need protection from destructive insect pests that are now beginning to infest their gardens, fields and orchards.

Our National Advertising in leading farm publications sends these growers to you for relief-directing them specifically to buy at their local stores. Thus you cash in on this active natural demand for spray and dust materials.

GRASSELLI Insecticides and Fungicides is the profitable line for jobber or dealer. Our steady advertising insures rapid turnover; the high quality gives your customers crop protection-and that brings them back to you for their next season's spraying requirements.

Let us quote on your season's requirements. Write us.

#### THE GRASSELLI CHEMICAL COMPANY, INC.



Founded 1839

CLEVELAND, OHIO OUPOND



"The Nationally Advertised Line"

MADE BY A FIRM WITH 97 YEARS' CHEMICAL EXPERIENCE



#### NATIONALLY ADVERTISED

in 22 leading farm publications and nearly 100 newspapers, reaching almost 4,000,000 growers.

# Thanks... H. B. WATSON



# You have justified our faith in the quality of RUBBERSET BRUSHES!

Painting the gigantic San Francisco-Oakland Bay Bridge is one of the biggest jobs that ever came down the pike. Rubberset is both proud and pleased that Rubberset Paint Brushes—solely and exclusively—will spread the paint on this 8½ mile viaduct in 1936.

H. B. Watson of Oakland, holds the paint-

ing contract for the great Bay Bridge. Experienced—sound—hard to please—they looked over the whole paint brush field before they selected Rubberset. Then the order went out for Rubberset No. 35 leather bound stucco

ONLY A
BRUSH THAT
IS TRADE MARKED
RUBBERSET
IS A GENUINE
RUBBERSET
BRUSH

REMEMBER THIS: WHATEVER THE JOB, HOWEVER BIG OR HOWEVER DELICATE, THERE'S A LONG-LIFE RUBBERSET BRUSH THAT YOU CAN DEPEND ON TO DO IT FOR YOU!

brushes — the finest stucco brushes made.

This order proves two things. One is that Rubberset is still as far ahead of its industry as it was when the Rubberset Process was first perfected in 1878. The other is that no job—no matter how big or how fine—is too big or too fine for Rubberset Paint Brushes.

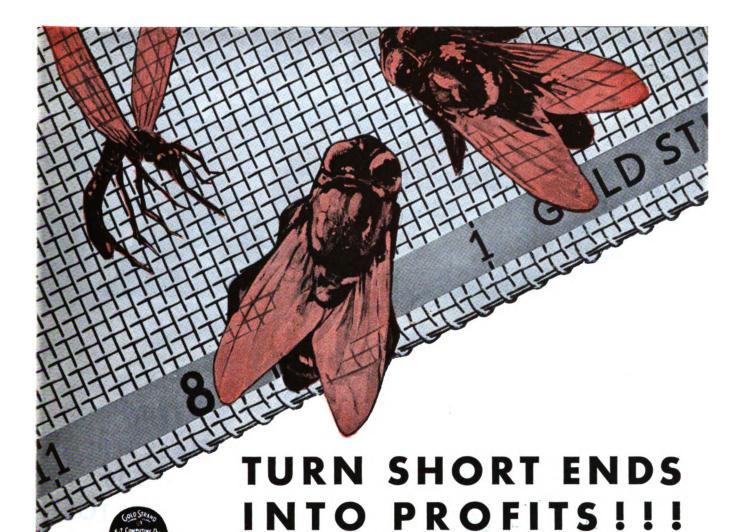
The Rubberset Process may be imitated till Doomsday, but no-body can duplicate it. The bristles of Rubberset Brushes can't come out. And Rubberset uses better bristles, too. You can't buy finer paint brushes anywhere.

#### RUBBERSET COMPANY

PAINT BRUSH DIVISION — 56 FERRY STREET, NEWARK, N. J.

ESTABLISHED 1873

NOW UNDER THE OWNERSHIP OF BRISTOL-MYERS CO.



# with the GOLD STRAND MEASURING TAPE

It tells you at a glance how much cloth is left "to the inch" in any cut roll of screen wire. No unnecessary unrolling and rerolling ... no waste pieces ... no cutting into a new roll because you think there is not enough left to fill your customer's order in an already cut roll.

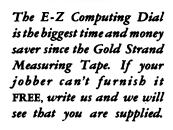
You're right... there's no guess or gamble with GOLD STRAND, the Standard of Screen Cloth Quality.

AMERICAN WIRE FABRICS CORPORATION

Subsidiary of

WICKWIRE SPENCER STEEL COMPANY

New York Chicago San Francisco





# REEVES

# ST FOR YOUR PROTECTION TO PACKAGES CARRY THIS REGISTERED TRADE-MARK

PATENT NUMBERS 1,900,749...1,900,750 AND RE. 18,444

THE ONE PIPE THAT CAN BE PUT TOGETHER WITHOUT BLOODSHED

THE NESTED
STOVE PIPE
THAT IS
SO EASY TO
ASSEMBLE

"WHAT MOST EVERYONE DEMANDS MUST HAVE REAL MERIT"

This pipe is put together by simply inserting tongue on one edge into fold on opposite edge and pressing together until it snaps—the pipe is then ready for use.

Outside surface is perfectly smooth—no folds, slots, grooves, notches, lugs or buttons on outside of pipe.

The "Special Blue" and "Polished Blue" sheets from which this pipe is made, are rolled in our own mills, guaranteeing an even colored smooth finished sheet—much superior in finish and quality to the product offered by most other makers,

ASK YOUR JOBBER—ACCEPT NO SUBSTITUTE

#### The Reeves Manufacturing Co.

Largest Makers of Pipe and Elbows in the World DOVER, OHIO, U. S. A.

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**ALL SIZES** 

ALL GAUGES

BLUE POLISHED

**GALVANIZED** 



# THE POWERFUL SALES STIMULUS OF MODERN STYLING

Modern merchandisers know that style sells merchandise. Osborn Floor Brushes are lifted out of the ruck of common-place competition by the sales-appeal of modern styling.

Note that exclusive ridge of color along the Osborn block. You can't fully appreciate the sales-magic it wields until these distinctive brushes are on display in your store.

That's why we urge you to ask your jobber NOW for the new OSBORN FLOOR BRUSH line, the line that's color-banded for distinction. It includes a complete assortment of different types, each identified by its own smart coloring and made in a full range of sizes.

#### THE OSBORN MANUFACTURING COMPANY

5401 HAMILTON AVENUE

CLEVELAND, OHIO

Sales Offices:

New York

Detroi

Chicago

San Francisco



#### DO YOU WANT IT?

By E. B. GALLAHER
Editor, Clover Business Service
Treasurer, Clover Mfg. Co.

REN'T WE SOMETIMES apt to waste a lot of energy in going after 5-and-10 business (which should be self-selling) and pass, unnoticed, some large-volume, real-profit merchandise which we might sell with even less energy and at less cost?



To illustrate: At manufacturers' selling prices, there was sold in the month of September a total of about 80 thousand dollars' worth of Flint Sandpaper, while during the same period all the manufacturers together sold over 450 thousand dollars' worth of Aluminous Oxide Papers and Cloths.

These are only two of the divisions of an industry which sold over one million dollars' worth during that month—well over 10 millions a year at your costs—it's about twice that figure at consumer prices. But it illustrates our point.

If you are wasting time on pick-up business and on low-profit, small-volume items, think what you could be doing if you diverted this energy to the sale of real-volume goods which carry substantial margins!

There is nothing more profitable—no goods where large potential volume can be had with so little effort—than is found in the Coated Abrasives line.

If you doubt it, we can prove it to you.

How many 100-thousand-a-year customers do you know of in other lines? We know of quite a few. How many 50-thousand-a-year customers have you? — we know of many who spend this amount for Coated Abrasives! How many 5-to-25-thousand-dollar accounts can you name?— we know of an imposing number of such accounts in this industry!

Unfortunately such accounts have not been handled by the Jobber—that is recently. The goods go direct from manufacturer to consumer.

But there is no reason, with our help, why you can't get your share of this volume business, and at a good margin to boot.

Won't you give us a chance to show you?



#### CLOVER MANUFACTURING COMPANY NORWALK, CONN, U. S. A.

#### SANDPAPERS

METAL-WORKING PAPERS AND CLOTHS WOOD-WORKING PAPERS AND CLOTHS

CLOVER GRINDING AND LAPPING COMPOUNDS

#### E. B. GALLAHER: Clover Mfg. Co., Norwalk, Conn.

You may send me, without obligation, samples of:
Green Stripe Flint Sandpaper.

Red-Stripe Turkish Emery Cloth.

Yellow-Stripe Aluminous Oxide Metal-Working Cloth.
Yellow-Stripe Aluminous Oxide Wood-Working Cloth.
Yellow-Stripe Aluminous Oxide Wood-Working Paper.

Orange Stripe Garnet Paper,
Orange-Stripe Garnet Cloth.

Clover Grease-Mixed Grinding Compound.

Clover Water-Mixed Valve-Grinding Compound

Name

Address

Character of Business



ARE Selling NOW



Millers Falls Company Greenfield, Mass.

1936 is rapidly bringing more top quality trade to live hardware men. For tool purchasers are now asking for better tools—tools that will give satisfactory service for years and years. In particular, they are choosing tools bearing the familiar names "Millers Falls" and "Goodell-Pratt"—symbol of top tool quality since grandfather was a boy.

Foresighted dealers are completing their lines of Millers Falls and Goodell-Pratt tools or adding these famous quality-tools to their stock. Profits turn ceilingward in answer to this enterprising move.

Illustrated are six leaders from the hundreds of Millers Falls tools that will gain you friends and will bring them back many times during the coming years.

Write today for the Millers Falls Catalog and pick your winners for the 1936 quality demand.



HERE is the finest, most complete line of Coleman Lanterns ever offered, the fastest selling line of pressure mantle lanterns on the market today — one of the biggest selling items in the entire Coleman Line. Here's what you can offer with Coleman Lanterns in 1936:

New Low Prices New Gasoline Model at \$4.45 Two New Kerosene Models

Genuine Pyrex Glass Globes - an exclusive Coloman Featur

With a complete stock of Coleman Lanterns, you can supply models for every lighting need—up to 300 candle-power of light. You can supply models to suit every fuel preference at a price for every purse.

They're wind, rain and insect-proof; they're strongly built for long service...they have everything a man wants in a good lantern. They're all-season sellers...profit-makers the year 'round. You will want at least a sample assortment. Call your jobber or write nearest Coleman House for full information and latest dealer prices.



#### The NEW Coleman KEROSENE Mantle Lanterns

MODEL No. 235. A new Kerosene Mantle Lantern of latest improved type that shines forth with 300 candlepower of clear, white light. Has 2 mantles; 6¾ inch green porcelain top and green enamel fount; Pyrex glass globe; builtin pump.



#### **GASOLINE MANTLE LANTERNS**



MODEL No. 228-B



MODEL NO. 220-B

The same efficient, 300 candle-power instant-lighting lantern as No. 228-B, but has 5½-inch green porcelain top. A popular model.
U. S. Retail Price......\$7.45



MODEL No. 242-A

This little lantern with the big brilliance, single mantle type, produces up to 175 candlepower of pure white radiance. Built-in Pump. Pyrex Globe. \$5.95



MODEL No. 243

#### THE COLEMAN LAMP

General Offices: Wichita, Kansas

#### AND STOVE COMPANY

Branches: Philadelphia, Chicago, Los Angeles, Toronto

[AD-29]

### Because of its Square, Even Mesh



SCREEN CLOTH KEEPS OUT ALL INSECTS

THE SMALL INSECTS
AS WELL AS THE FLIES

BRANDS

Sun-Red Edge Alumin A
(electro-piated with zinc)
Sun-Red Edge Black
(painted)
Sun-Red Edge Bronze



• Accurate weaving, plus a system of rigid inspections and tests, gives Red Edge that complete uniformity of mesh which insures real protection against small insects.

But this is only one phase of Red Edge MULTIPLE PROTECTION. A screen is no better than the wire from which it is made. Red Edge AluminA is made from full-gauge wire, of open-hearth steel, entirely free from splices; and is covered with many coats of zinc and varnish, to defy the ravages of weather and wear.

And the red enamel edge itself is an extra protection, as well as our permanent identification. It prevents rusting of selvage wires under the nailing strips, where moisture collects...guards against wires pulling out along selvage...reinforces the firm, heavy body of the screen cloth.

It is this red edge that identifies both the screen cloth and the dealer who sells it—for quick, profitable sales, and repeat business.

SOLD TO AND DISTRIBUTED BY RECOGNIZED JOBBERS ONLY

REYNOLDS WIRE CO.

DIXON, ILLINOIS

# THE modern LINE



EASIEST SELLING FENCEIN 1936

 In the Flame-Sealed process Continental gives you the hottest fence-selling feature in years. It's more than a talking point-it's a protection against rust for years longer-a modern fence to meet modern demands for enduring value at ordinary prices. Every roll you sell builds prestige for your store at the same time it pays you a clean profit.

Get in line for Flame-Sealed sales in 1936. Consistent advertising in the farm papers is inviting customers to Continental dealers. Continental supplies direct mailings to your prospect list - signs - store displays - literature with your own imprint. Find out how fully Continental co-operates to assure you profits.

CONTINENTAL STEEL CORPORATION
General Offices: Kokomo, Indiana
Plants at Canton, Kokomo, Indianapolis

Flame-Sealing provides a heavier, more uniform zinc coatingtougher and more adherent. Copper-bearing (0.20% minimum) special-analysis steel of high tensile strength and elasticity. All wires full gauge.



### **NEW OPPORTUNITIES FOR DEALERS**

sheets, gates, steel posts, nails, and kindred products from a single source in mixed car shipments. Cash in on Continental's vigor-ous advertising of steel sheets for roofing and siding. The Continental line is complete

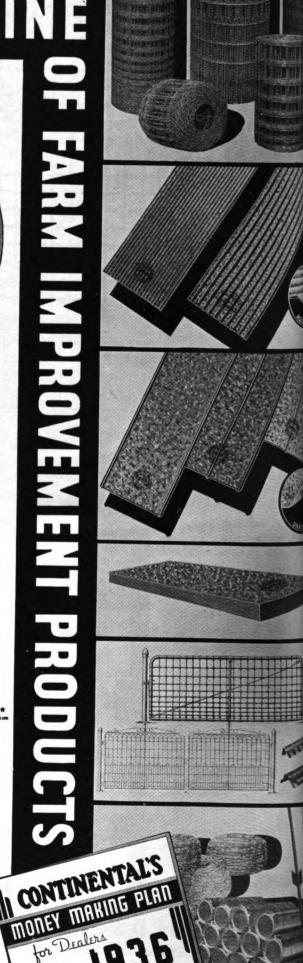
-corrugated, V-crimp, "Drainrite" and "Aquatite" sheets; roll roofing, farm, poultry, lawn, Diamond Mesh, chain link fence; nails in all styles, sizes, and finishes; bale ties, wire corn cribs, etc. Dealer profit and Continental quality in every item.

SEND FOR PLAN TODAY

● Send me the big book — the "CONTINENTAL Money-Making Plan for 1936." No obligation.

Name

Ad.



A VARIED ASSORTMENT OF HEADS AND



BULL DOG CORD-

2-braid. The leading brand of high quality garden hose. Attractive wide corrugations. Distinctive chocolate brown color. For discriminating home owners, estates, parks, contractors, country clubs.

#### VIGILANT—2-braid.

Our largest selling brand of 2-braid garden hose. High enough in quality to be considered a strictly high grade hose, yet low enough in price to command a large volume of sales and repeats.

• Consistently improved instead of cheapened. All 3 have a strong cotton cord carcass. All 3 known by names recognized everywhere.



VIXEN—1 braid. Built to supply the demand for a popular priced hose that will give satisfactory service.

Don't overlook

THIS ONE!



The new Tiger! Astonishing value. A low price hose that you can sell on a quality basis. Enables you to meet all low-priced competition. Built with cotton cord carcass, well braided, with fine ribbed corrugations.



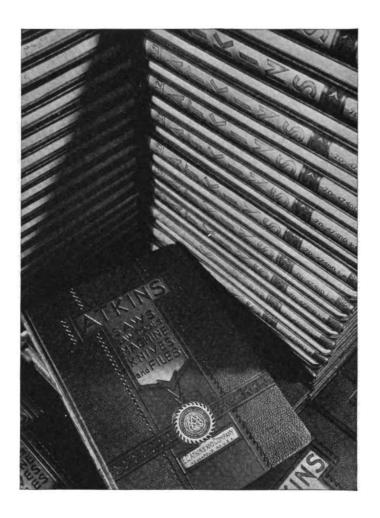
#### The BOSTON NOZZLE

Most imitated nozzle made. Never equalled in quality. Fastest seller. Simply and heavily constructed. Gives a perfect spray.

BOSTON WOVEN HOSE & RUBBER CO., BOSTON, MASS.

MARCH 12, 1936

# ATKINS 1936 CATALO



#### The Blue Book of Saws, Saw Tools, Machines, Knives, Files, etc.

The new 1936 Edition of ATKINS Catalog is just off the press. It is the most complete and modern book of standards of quality Saws, Saw Tools, Machine Knives, Grinding Wheels, Files and Specialties ever published.

> A copy of this Blue Book will be sent to every executive who requests one by writing us on their official stationery.

#### E. C. ATKINS AND COMPANY

Home Office and Factory, 410 South Illinois St., Indianapolis, Ind.

Portland, Ore. Seattle, Wash. Paris, France.

Digitized by Google

HARDWARE

# MARSHAULIOWN TROWELS LEADING IN SALES





# WINNG success in all fields

The initial announcement of the NEW Nicholson, Black Diamond and McCaffrey Files urged file users to test these products on their own work under conditions as they actually exist in their own plants. Hundreds of tool users took us at our word - and put these files to severe tests.



UNQUALIFIED APPROVAL OF THESE





FROM AN INTERNATIONALLY KNOWN MACHINE MANUFACTURER

"These New Files have exceptionally sharp teeth which give lasting service. In fact, they are the toughest files we have ever tried out."



PRAISE IN VIRGINIA

In a nationally-known machine works, the NEW FILES were given comparative tests by severe critics. They were called "definitely superior."

Now come the reports of these tests. They show beyond doubt that the NEW Nicholson, Black Diamond and McCaffrey Files will do all that we claimed - and more.



IN A LUMBER CAMP IN FLORIDA

Most of the men tried the NEW Special Cross Cut File. All claimed it was "far better" than any they had ever had. Digitized by



#### DROP-FORGING PLANT ORDERS

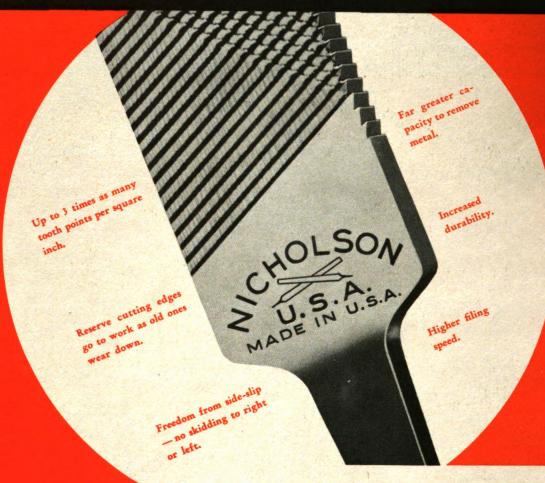
A large New York State concern tried out 12 Flat Bastard files. Praised them highly and then emphasized it with orders.



IN THE GREEN MOUNTAIN STATE Head machinist in "fine shop" enthusiastic about the Flat Bastard files, especially for snagging castings.

# THE FACTS

behind an outstanding success



Isn't it worth while to try files that are proving that they represent the outstanding improvement in file manufacture in a generation? Nicholson File Company, Providence, R. I., U. S. A.

These New Files Are Available in

NICHOLSON BLACK DIAMOND McCAFFREY

Brands

NEW METHOD OF MANUFACTURE AND TOOTH CONSTRUCTION FULLY PROTECTED BY PATENTS PENDI

A FILE FOR EVER PURSPOSE



HINGE-JOINT FENCE has many virtues. Many farmers prefer it because of its ready adaptability to any farm use. Although Pittsburgh Steel Company makes the perfected electric-welded stiff-stay fences, remember, it has also made hinge-joint fence for 17 years! Because of its enviable reputation for quality, Pittsburgh Farm Fence, both hinge-joint and stiff-stay types, will be one of the leading brands of fence in the coming boom market for farm equipment. Lay in a stock of the popular styles of Pittsburgh Farm Fences now and get your share of that business.

#### PITTSBURGH STEEL COMPANY

739 UNION TRUST BUILDING . PITTSBURGH, PA

Pittsburgh Rence Hinge-Joint Stiff-Stay



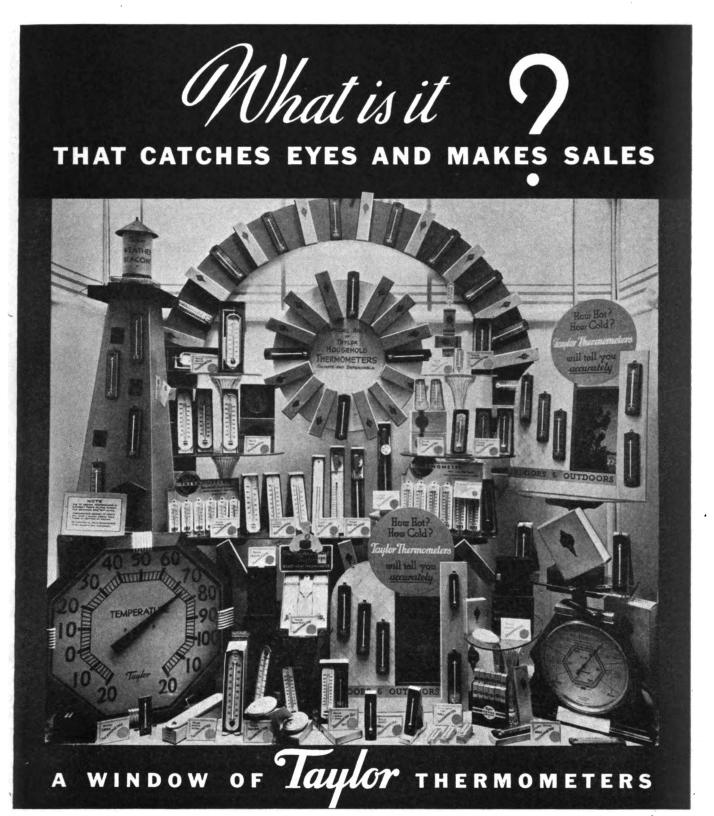
"One reason, of course, is that I handle L·O·F Quality Glass exclusively. It's easier to sell than other brands because consistent national advertising has made the public thoroughly familiar with the L·O·F name, the L·O·F label and the L·O·F standard of superior quality.

"But that's not the only reason. The rest of the story is that I really make a feature of my glass department. I put the L·O·F name out where people can see it, thus letting the national advertising react to my own benefit. I maintain a permanent glass display that customers can't help but notice. I surround the glass with allied products. I instruct my clerks to talk about glass at every opportunity. And I let my jobber's salesman help me keep an adequate, balanced glass stock.

"That's why glass sales are producing such a handsome profit for me. I handle the best glass on the market... and I let people know about it. The same plan will work in your store, too."

In addition to its obviously superior quality,  $L \cdot O \cdot F$  Quality Glass is more perfectly annealed in the longest lehrs used in the industry. This makes it less brittle and, consequently, easier to cut. That is why hardware merchants who handle it are never troubled by encessive breakage . . . why their profit is a Protected Profit. LIBBEY-OWENS-FORD GLASS COMPANY . . . TOLEDO, OHIO





THERE'S nothing new about the sales power of a window display. But many hardware retailers have had to prove that what is true about other products is true of Taylor Thermometers.

This window increased thermometer sales. And where retailers have displayed Taylor instruments, they, too, have profited from more sales.

The reasons are very simple. More people say that they consider Taylor Thermometers the most accurate they can buy.

More people have shown that they

know the Taylor name better than the name of any other make.

In Taylor thermometers and weather instruments—indoor and outdoor, roast meat, candy and jelly, oven, and deepfrying thermometers and stormoguide—you sell products that your customers know... products that they accept as trustworthy. When you put Taylor instruments in your window and display them in your store, you keep thermometer sales moving all year round.

Your wholesaler can give you informa-

tion on this complete line of instruments. Prove to yourself that you can make worthwhile profits from Taylor thermometers and weather instruments. Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada.

Taylor
INSTRUMENTS



### Good news to shout from the housetops

RIGHT INTO THE SHINGLE

SHINGLES

No sunshine needed—the shadow is there all the time in a Barrett Broad Shadow Shingle roof.

Better than ever . . . and exclusively Barrett! The new Barrett Broad Shadow Shingle has a band of dark-colored mineral surfacing built right into the shingle to give the deep shadow effect that home-owners demand.

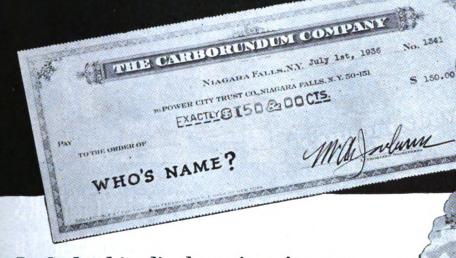
This new feature plus all the other advantages offered by the Barrett Broad Shadow Shingle-its double thickness at the butts, design, color, economy and protection-is available at no extra cost. It's the answer to roofing dealers' problems!

Make sure you get a new Broad Shadow Shingle roof on a house in your neighborhood. These roofs are so good-looking they almost sell themselves. Get aboard the Shadow Band Wagon, and help yourself to better shingle sales.

THE TECHNICAL SERVICE BUREAU of The Barrett Company invites your consultation with its technically trained staff, without cost or obligation. Address The Technical Service Bureau, The Barrett Company, 40 Rector Street, New York.

THE BARRETT COMPANY, 40 RECTOR STREET, NEW YORK, N. Y. 2800 So. Sacramento Avenue, Chicago, Illinois Birmingham, Alabama

# WIN ONE OF THESE 28 CHECKS TOTALING \$800



### Include this display piece in our garden window contest

• This display piece comes with the items that are shown attached to it. Every one is a logical spring garden item. As logical as hoes, lawnmowers, spades and hedge clippers. Each item shown has been selected because it "pairs-up" with at least two other

spring items that you will feature. Order the Number 536 assortment described at the right. Show this display piece in your window with your other spring garden equipment. Then send us a photo of your window. That's all you have to do to enter this contest.

The \$800 in prizes will be divided equally between merchants in towns

#### \$800 PRIZES

of over 10,000 population and those in towns under 10,000 population. So no matter where you are located you have an equal chance with any other merchant to enter and win one of the first, second, third, fourth or one of the other twenty prizes.

TWO 1st PRIZES . . . . . \$150 TWO 3rd PRIZES . . . . . \$50
TWO 2nd PRIZES . . . . . 75 TWO 4th PRIZES . . . . . 25
20 PRIZES OF \$10 EACH

#### READ THESE SIMPLE RULES

- No restrictions on the kind of merchandise displayed in window you enter except as follows:
- (A) merchandise must all be related to gardening or farming.
- (B) Each window must contain the Carborundum display shown on this page.
- Each entry must be in form of a photograph. An ordinary snapshot will do. The contest will be judged on the display, not on the photography.
- 3. The name, address and whether store is in town of over or under 10,000 population must be *printed* on back of photograph.
- 4. Contest closes June 1, 1936. Window can

be installed any time previous. Awards will be published in July hardware papers.

5. The judges will be George H. Griffiths, President. Hardware Age; Harold W. Hirth, Manager Merchandising Service, National Retail Hardware Association, and Richard Pond of Batten, Barton, Durstine and Osborn, Inc. Decisions of the judges will be final.

6. In case of ties duplicate awards will be made. No photographs will be returned.

7. Mail all entries to Contest Editor, Advertising Department, The Carborundum Company, Niagara Falls, N. Y.

#### The CARBORUNDUM COMPANY

NIAGARA FALLS, N. Y.



#### SPECIAL No. 536 ASSORTMENT

Below is listed a minimum assortment of merchandise featured with this Display Card. Every item is timely, sure selling and is being extensively advertised. Whether you enter the contest or not, you should have this minimum assortment on hand to complete your stock of spring farm and gardening merchandise. Fill in coupon. Mail today.

3 No. 57 Files	retail value \$3	.00
No. 46 Garden Stones		.50
No. 191 Scythe Stones	" 1	.05
No. 190 Scythe Stones	, ii ii \	.75
No. 42 Lawnmower Sharpen	ers " 1	.95

Your price \$5.36 Retail price \$8.25

The items mounted on the display card are included to make up the above totals.

#### CLIP AND MAIL TODAY!

THE CARBORUNDUM COMPANY, NIAGARA FALLS, N. Y.
Send me your Spring Display Card and 1/6 dozen of each item in addition to items shown on display. Bill through:

Print name of jobber here		
Send-without cost an adequate supply	of handbills featuring these items.	
Napie		

# We have a BETTER WAY

(I HOPE)



TO TAG YOUR CUSTOMERS SO THEY'LL COME BACK TO BUY FANS FROM You

(I HOPE)

#### AND A SALES-WINNING ADVERTISING PROGRAM . . .

• We've replaced the "Sold (I hope)" kind of fanselling with a program that brings your fan prospects back to you when they're ready to buy.

It's a simple, easily-used plan — a tried-and-proved idea — and it will do things for your fan sales volume and fan profits.

There's no mystery about it — and all the details are now ready for you.

#### WRITE OR WIRE

— have your Westinghouse Representative bring you the story (if he hasn't already told you about it) and then get yourself set for a record year on Westinghouse Fans — pioneer leaders in domestic and commercial fields.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY Merchandising Division Mansfield, Ohio

# Westinghouse Golden Jubilee 50 YEARS OF ELECTRICAL ACHIEVEMENT

**OSCILLATING** 

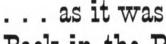


PAINT SALES! Sherwin-Williams Spring Paint Advertising will give people in your community—and millions in every community—the urge to paint. Sherwin-Williams Dealers will benefit as never before, in increased sales, and continued sales leadership. Lead with the Leader—SHERWIN-WILLIAMS PAINTS.



SEE THE SHERWIN-WILLIAMS ADVERTISEMENTS IN LEADING MAGAZINES
MARCH 12. 1986





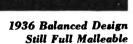
#### Back in the PIONEER DAYS!

WHEN the rich wheat lands were being settled by hardy pioneers; when sod houses and board shacks served as shelters while breaking the virgin sod for that first crop, the range was the most important item of household equipment . . . and only a "malleable" could stand up under the constant firing and hard usage of the pioneer farm house.

Here in the West this new type of range was born to meet a demand for extreme stamina . . . made of unbreakable iron with hand riveted joints. MONARCH was one of them, and of them all, MONARCH alone has survived as a "malleable" range in all that the name implies.

Instead of abandoning the time-honored principles of construction to meet the demand for modern beauty, MONARCH simply added porcelain enamel and artistic balanced design.

The modern MONARCH is still full malleable—unbreakable. The gleaming enamel exterior you admire is merely the outer shell. The qualities that bring long life, good baking and fuel economy are still there, underneath. And the dealer who guards the interest of his customer still insists on selling this full malleable MONARCH when a quality range is desired.





How to Do a well and the state of the state

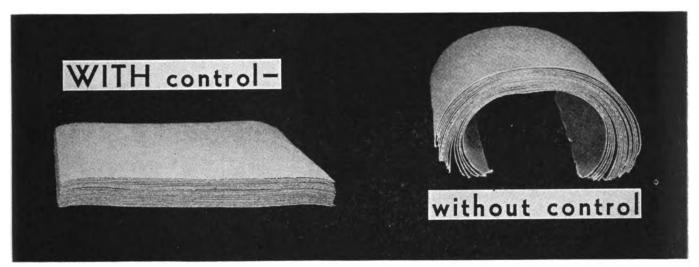
The Monarch dealer can substantially increase his range sales by taking advantage of the Monarch Practical Payment Plan. With this plan the smallest dealer can meet the term competition of mail order house, city installment store or itinerant peddler. A small down payment; a very low "carrying charge";

MALLEABLE IRON RANGE CO.,

12 months to pay, and the full rate of profit secured on a cash sale, are the outstanding features of this proven plan. Full details are offered both to present Monarch dealers and to those in open territory who are interested in merchandising plans that will build volume and profits.

, 63 Lake St., Beaver Dam, Wis.





## It is the 3-M

"QUALITY CONTROL" PRODUCTION METHOD

that makes

MINNESOTA MINING & MFG. CO. SANDPAPER

# THE WORLD'S HIGHEST STANDARD of QUALITY

This is important to you. It means satisfied customers, repeat business, faster turnover.





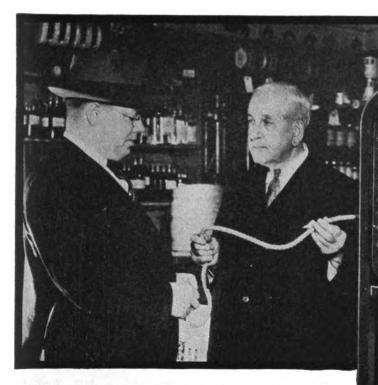
You can control customer buying habits better this spring by making them "Refinishing" conscious with our free selling aid service.

Thousands of retail hardware dealers are profiting through the use of this service today. Why not you?

#### THE MINNESOTA QUALITY BRANDS OF SANDPAPER AND EMERY CLOTH MADE BY MINNESOTA MINING & MANUFACTURING CO., SAINT PAUL, MINNESOTA

Since 1828	Since 1906	Since 1907
B-A Brand Flint Paper (9x11) STAR Brand Flint Paper (83/x103/2) B-A Emery Cloth (9x11)	3-M Brand Flint Paper (9x11) IMPERIAL Brand Flint Paper (83/x101/2) CRYSTAL BAY Emery Cloth (9x11)	PIONEER Brand Flint Paper (83/4x101/2) WAUSAU Emery Cloth (9x11)

AND "SANDY SMOOTH" HOUSEHOLD PACKAGES



"Rope Sales Jumped at least 50%"

say many dealers who have installed the new

#### **PLYMOUTH** SALES-MAKER

Dealers' enthusiastic letters are full of news like this: "Our rope sales have increased 50%"..."Our sales volume has almost doubled" . . . "We certainly appreciate your making this tool available" . . . "Why wasn't it brought out before?" . . . "It's a moneymaker in selling rope" . . .

This remarkable new fixture is a rope department in itself-displaying your whole range of rope sizes -reminding your customers of their rope needsproviding a measuring and cutting device to save your time-all in a floor space 34" x 16". You never saw anything like it as a sales booster! Why not put it to work in your store?

Order through your Plymouth Rope distributor or write us for full details.

#### PLYMOUTH CORDAGE COMPANY

NORTH PLYMOUTH, MASS, and WELLAND, CANADA

Sales Branches: New York

Boston Chicago

Baltimore New Orleans

Philadelphia San Francisco

The Rope You Can

PLYMOUTH - the rope you can TRUST

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PLYMOUTH CORDAGE COMPANY



• Just give your list of customers a little mental "once-over." It's obvious, isn't it, that painters buy in such quantities as to put them in a class by themselves?

So what about the painters in your community whose business you're not getting? That business goes where they buy their white-lead. Where they buy that, they buy all.

you stock and push Dutch Boy White-Lead...the most sought-after item in the painter's line.

Other Dutch Boy products that help to bring painters in are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colors-in-Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red Lead Primer.

#### What they SEE they BUY

Here's a merchandising idea that store after store is finding profitable...a

Dutch Boy Department! You simply pick out your most prominent section of shelving and in it you concentrate the Dutch Boy line, every item. Such a display makes a tremendous impression on painters, makes them feel your store is a leader in supplying the kind of goods they buy.

#### NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 559 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestunt St., St. Louis; 2240 24th St., San Francisco: National-Boston Lead Co., 800 Albany St., Boston; National-Lead & Oil Co. of They'll be much more likely to buy from you if DUTCH BOY **Dutch Boy Painters' Products** 



No need to pass up hammer profits! Prove to yourself these tools can be paying items by trying the fast selling balanced assortment shown above! It includes hammers built and priced for the varied needs of your customers.

And back of this assortment is the complete Stanley line, offering hammers of all descriptions — to meet any demand — and every one giving you your fair margin. Keep Stanley Hammers on display! Keep in the minds of your sales people the points of superiority listed below! You'll get a reward of many profitable sales.

Stuck the	
BALANCED	3#51-1/2 Nail "Stanley" \$1.00
ASSORTMENT	3#101-1/2 Nail "Standard" .75
Shown Above!	3#111-1/2 Nail "Arrow"60
	3#211-1/2 Nail "Hercules" .39
	FAIL PRICE
33-1/3%	DEALER'S MARGIN \$2.74

#### These POINTS Will Help You Sell Quality Hammers!

Special analysis, heat treated steel heads. Faces and claws individually hardened and tempered.

Crowned and chamfered faces, beveled claws.

"Evertite" handle fit to prevent loose heads.

Surer "feel" resulting from Stanley scientific balance of weight.

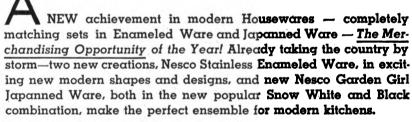
Young, live, straight grained hickory handles for strength.

STANLEY TOOLS, New Britain, Conn.





# A ELL MATCHED NESCO KITCHEN SETS/



For greater Sales-per-Customer — greater Volume and Profit for 1936 — use the powerful appeal of new color harmonies, complete Matched Kitchen Sets — by Nesco. The largest National Advertising program in the Housewares Industry will feature this idea. Be sure your own merchandise "Tie in" guides that tremendous demand and popular acceptance into your own Housewares Department.

"Tie Up with Nesco for a Greater 1936". Let us tell you this grand story and the opportunities awaiting you with the 50¢ Special Introductory offer on Nesco Stainless Enameled Ware — a story of high profits!

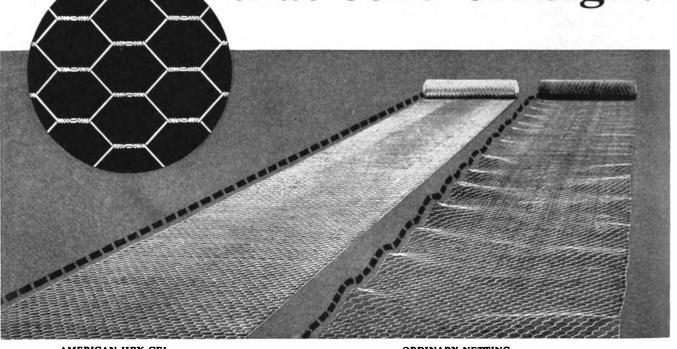
### NATIONAL ENAMELING AND STAMPING COMPANY

Executive Offices: 449 NORTH TWELFTH STREET, MILWAUKEE, WIS. Factories and Branches: MILWAUKEE — CHICAGO — NEW YORK BALTIMORE—PHILADELPHIA—GRANITE CITY, ILL.

	l us about Matched Kitchen Sets and
the Story	of Profits in the 50¢ Special Offer.
Name	······································
Address	······
City	State

# Here's a new Poultry Netting

that sells on sight!



**AMERICAN HEX-CEL** 

ORDINARY NETTING

#### STAYS STRAIGHT AND TRUE AS A STEEL YARDSTICK

SELLS on sight! Prove it yourself and to your customer by a simple demonstration. The picture above shows what we mean. Unroll some American Hex-Cel Poultry Netting. Then—along side of it—unroll any ordinary netting. Instantly you see the difference. So do your customers.

Why is American Hex-Cel so much better? Lots of reasons: Hex-Cel Lock Joint holds each cell in true alignment. This means a flat, non-buckling fence—makes the use of top and bottom boards

unnecessary - requires fewer supporting posts.

Hex-Cel fights corrosion. It's made of Copper Bearing steel wire—smoothly coated with zinc. Easy to erect. Stretches tight and straight as a die without bagging.

This new poultry netting costs no more than ordinary netting. Advertising is telling your customers about it. Take advantage of this opportunity to get more sales and satisfied customers. Order a stock at once.

### AMERICAN HEX-CEL

#### POULTRY NETTING

Other American Brands: Hextraline, Straightline

American Steel & Wire Co., 208 South La Salle

Street, Chicago • Empire State Bldg., New York Columbia Steel Company, San Francisco



Tennessee Coal, Iron & R. R. Co., Birmingham

Export Distributors: United States Steel Products Co., New York

#### UNITED STATES STEEL

HARDWARE AGE

 $\mathsf{Digitized}\,\mathsf{by}\,Google$ 

# Two sure-fire profit items for Spring

ALL signs point to a healthy pick-up in lawn fence and flower bed border business this spring.

Business in general is better. People have more money to spend on improving their property—a lot of it will be spent on lawns and gardens. That means sales of lawn fence and flower bed border.

Get your share! Sell Cyclone "Red Tag" products. Your customers know this famous, nationally-advertised line. They know Cyclone cannot afford to put the Cyclone name on anything but the finest products. That means ready acceptance.

#### Styles to suit every customer

Cyclone Lawn Fence comes in three different styles with gates to match. Standard heights 24" to 48".

There are two styles of Cyclone Flower Bed Border—woven and welded. Easily installed—conforms to any size or shape of flower bed, path, or walk. Welded border is a particularly good seller. Home owners like its rigid construction.

#### Phone your jobber today.

Telephone your jobber now for complete information and prices on Cyclone Red Tag Lawn Fence, Flower Bed Border and trellis. Ask him, too, about Red Tag Screen Cloth, Hardware Cloth, and Rubbish Burners.



# CYCLONE "Red Jag"

LAWN FENCE · · · FLOWER BED BORDER

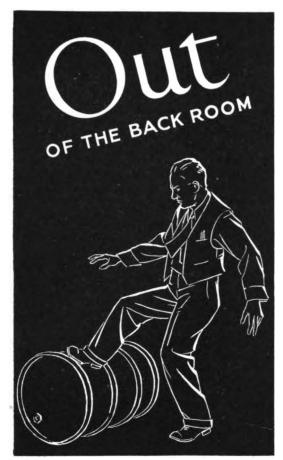
Made by the makers of Cyclone Fence

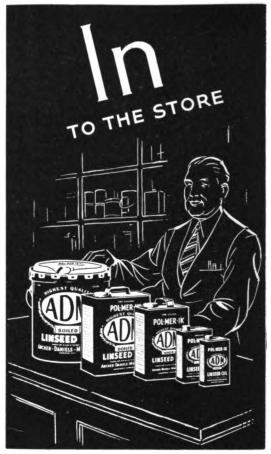
Cyclone Fence Co., General Offices: Waukegan, Ill.



Pacific Coast Division: Standard Fence Co., Oakland, Cal.
Export Distributors: United States Steel Products Co., New York

UNITED STATES STEEL





# Display POL-MER-IK linseed oil along with your paints

YOU can obtain POL-MER-IK Raw or POL-MER-IK Boiled in pint, quart, one and two gallon cans and five gallon drums. These factory-sealed containers are a guarantee of 100% pure linseed oil, protected against contamination. You'll find your customers preferring this better linseed oil in tamper-proof cans. When you sell POL-MER-IK, you're giving better value than ordinary raw or boiled linseed oil, and at no extra cost. POL-MER-IK imparts better gloss, harder finish and greater wearing qualities to a paint job. And the reason for these added values

is that POL-MER-IK is 100% pure linseed oil, 10% of which has been kettle-cooked to a varnish body. Ask any Master Painter what this means to a paint job. Order POL-MER-IK today. Display these striking, three-color cans. Discover how quickly sales are made. You'll never go back to bulk selling, with its usual annoyances and losses.

Get ready for Spring business now. POL-MER-IK will increase your sales and profits. Consult your regular jobber or write us about POL-MER-IK, the better linseed oil.

Write for this Interesting Book

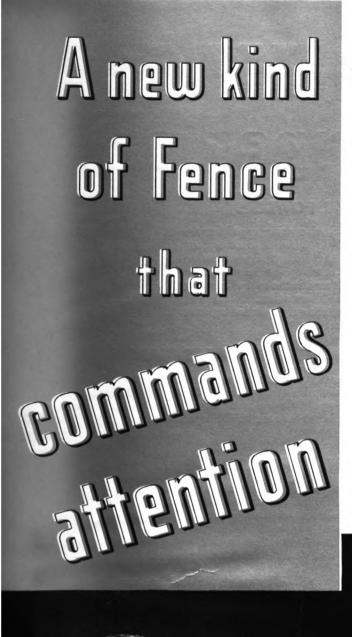
"BOILED OILS AND THE BURNING LINE OF PAINT FILMS."



Of unusual interest to dealers, master painters and users of linseed oil, is this new booklet. It presents a clear and understandable discussion on the drying time of linseed oils, tells about the "Burning Line" of paint films and how film burning can be avoided. Write today for your copy.

#### ARCHER DANIELS MIDLAND COMPANY

MINNEAPOLIS, MINNESOTA



Bethanized fence is something really new in fence. It derives powerful sales appeal from the greatest improvement in fence protection since galvanizing was introduced.

The wire from which Bethanized Fence is woven is coated with zinc by an entirely new electrolytic process, known as Bethanizing. This Bethanized Wire breaks away so completely from the limitations of wire coated by older methods that it brings a new era in fence manufacture.

Details about this remarkable new kind of zinc coating are given on the following page.

#### No Extra Charge for This Super-Fence

In spite of its longer life and the greater value it offers to fence users, Bethanized Fence sells at the same price as older types. Every rod of Bethanized Fence set out is a strong-pulling advertisement. Its clear-cut superiority is a powerful lever for the dealer to use toward increasing his sales.



# Bethanited fent 18 so Superior

# COATING NEVER CRACKS OR POWDERS

Two of the foremost characteristics of a Bethanized coating are tightness and ductility. It withstands weaving into fence without cracking or powdering at the joints that would either expose the base metal to corrosive agents or reduce the effectiveness of the coating at this point. An extreme agents or reduce the enectiveness of the coating at this point. An extreme demonstration of what a Bethanized coating will stand is the test of bending demonstration of what a Bethanized coating will stand is the test of bending a piece of wire flat back on itself, as shown in the illustration. No flaking occurs when this is done. The wire is, in effect, securely guarded against the weather by a flawless, impervious tube of zinc.



# COMBINES EXTRA-HEAVY WEIGHT WITH GREAT UNIFORMITY



Just as a chain is no stronger than its weakest link, a protective coating is no more durable than its thinnest spot. The Bethanized coating is not only of extra-heavy weight but is far more uniform than coatings applied by older methods. There are no thin spots to afford easy points of

# PURITY OF ZINC MAKES FOR LONGER LIFE

The durability of zinc when exposed to the weather depends to a great extent upon the purity. The most destructive elements in the atmosphere are sulphur gases—present even in remote rural districts. These gases form acids to which pure zinc is immune but that attack the zinc when impurities are present. This means that the purer the zinc the longer it will last. Bethanizing applies to wire 99.99 per cent pure zinc—the purest ever manufactured



The freedom of the Bethanized coating from attack by sulphuric acid is shown by the test The freedom of the Bethanized coating from attack by sulphuric acid is shown by the test illustrated at the right. When two pieces of wire, one Bethanized and one made by any of the older right in cut) as the acid attacks it. The Bethanized sample, on the other hand, remains free of

\* All Bethanized Fence is woven from wire made of true copper-bearing steel, containing from 0.20 to 0.30 per cent copper-bearing steel details are given in our new Bethanized Fence catalog.

Bethanized Farm Fence is of the same design as the well-known Bethlehem (Cambria) Fence which it supersedes. It is of the same tried-and-proved cutstay, hinge-joint construction, that enables it to spring back after being knocked out of shape.

Bethanized Farm Fence is made in a wide range of types and sizes to meet the various needs of users of field fence.

#### \* BETHANIZED CHICK FENCE

The superior protective coating on Bethanized Wire is of special importance on chick fence with its relatively light wires which, unless thoroughly protected from the weather, are an

The Bethanized coating assures long life for even the lightest-gauge fence.

#### \* BETHANIZED STIFF-STAY FENCE

For fence users who prefer a stiff-stay fence, Bethanized Stiff-Stay Fence has features that appeal to prospective buyers. Among these is the staple lock, clamping the wires securely but still permitting adjustment to uneven ground.

#### \* BETHANIZED LAWN FENCE

The lustre of the Bethanized coating is of special advantage in lawn fence where appearance is so important. Bethanized Lawn Fence is woven with the top of each picket tightly inter-

laced with adjoining pickets, forming what is known as the "braced-stiff" top that keeps the fence erect and straight. It is made in either single-arch or double-arch construction.

#### BETHLEHEM STEEL FENCE POSTS

Bethlehem makes a line of steel fence posts that meet every farm requirement. The Omega-U Post, with rugsed strength that makes it practically unbendable. The Erecto Post-inexpensive, easy to set out, neat in appearance and with exceptional strength for its weight. Punched and Self-Fastener Posts, in angle and tee sections. End, Gate and Corner Posts, in either angle or tubular types.

BETHLEHEM STEEL COMPANI GENERAL OFFICES: BETHLEHEM, PA.



fine manila fibres that we get from the Philippine Islands. Here in the heart of Mindanao, we have our own resident buy-These experts know rope and they select only the proper grade of fibre for every Columbian Rope and Twine Product.

Ours is the only cordage mill that has its own buyers, warehouses and packing establishments in the far-off Philippines. We do not depend on outside sources to supply us with fibre.

It stands to reason that Columbian Rope must be better.

#### COLUMBIAN ROPE COMPANY

352-80 Genesee Street

AUBURN, "The Cordage City," N. Y.

# COLUMBIAN TAPE MARKED ROPE

every step of the way



Now-plus your regular mark-up-you get 10% EXTRA PROFIT on two of the most profitable items in your sundries department! This cash-in-the-bank offer gives you 1 five-blade package FREE with every 10 packages. Don't miss this 10% extra profit! Get all you can while the deal lasts—stock nationally-famous Gem Doubledge Blades and Ever-Ready Blades! Feature them on the counter so that profits will roll in faster! American Safety Razor Corp., Jay & Johnson Streets, Brooklyn, N. Y.

**CALL YOUR WHOLESALER TODAY** 

**10% EXTRA PROFITS!** 





CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Offices

239 WEST SOTH STREET

NEW YORK, N. Y.

Vol. 137

No. 6

GEORGE H. GRIFFITHS

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The Hardware Dealers Magazine PUBLISHED EVERY OTHER THURSDAY

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Advertisers' Index, page 156

# \$400 in Cash Prizes for window displays

Griswold Contest Display Malerial is increasing Sales for the Wineyar Hardware Store . . . one of Western New York's leading retailers at 1830 Genesee St., Buffalo.

# JUST SEND SNAPSHOT PHOTO LIKE THIS ->

FREE Set of sales-tested Griswold Display Material sent each store mailing entry coupon below.

#### 

Win your share of this \$400 cash. Win one of the valuable prizes awarded every contestant. Win extra sales assured by proven selling-value of Free contest displays. All you do is put a little extra effort in arranging your spring window of cooking utensils, and send a snapshot of it to The Griswold Mfg. Co., Erie, Pa.

To help you win, The Griswold Co. sends Free, 4 posters and 5 window cards . . . a \$2 gift of tested-selling material. Mail coupon for your set today.

Remember the prizes are only part of your awards. For your contest window automatically increases your sales of full-profit Griswold ware. Why? Because your display brings your store direct benefit from the "Triple Advertising Campaign" of page-high advertisements now appearing in the Ladies Home Journal, Better Homes & Gardens, and Country Gentleman. It reaches over 5,461,000 women in cities, towns and on farms. This Griswold campaign is again, the only national magazine advertising supporting your sale of cast iron cooking utensils.

Mail your coupon today so the valuable displays reach you in time to put in your window during March or April, (contest closes May 15th). Be one of the Griswold dealers to win cash, win increased sales, and receive the national publicity which will be given the winners.



#### 50 PRIZES

1st PRIZE	<b>3100</b>
2nd PRIZE	<b>\$50</b>
3rd PRIZE	<b>\$15</b>
NEXT FORTY SEVEN	25

Every Griswold dealer who sends in a snapshot of his contest window and fulfills the simple rules of the contest, receives an attractive chromium-finished ash tray. These valuable ash trays will be the exclusive gifts to the progressive dealers who enter this contest.

#### MAIL THIS ENTRY COUPON TODAY

The Griswold Mfg. Co., Erie, Pa.	
Attention: Advertising Department	

I'm going after the cash, merchandise prize and extra sales offered in your \$400 window display contest. Rush me the free \$2.00 set of tested window display material, so I can arrange my Griswold window at once.

STORE
ADDRESS

MAMP

#### HOW TO WIN IN BIG GRISWOLD PRIZE CONTEST

Think of winning \$100 or any one of the other 49 cash prizes, for following the few simple rules listed below. You just plan an attention-getting display, using the free Griswold contest display material featuring Griswold merchandise. Before you take your snapshot, be sure you have followed these 12 easy rules:

1. No entry fee, no purchases to make. 2. Each tying contestant will receive full amount of award. 3. Submit as many different windows as you want. 4. Each window must include all four Griswold Contest Posters, and at least two of the five contest display cards. 5. Windows submitted must be displayed in store for at least 10 days (dates of display must be given). 6. Each entrant must be submitted in form of photograph. An ordinary snapshot will be sufficient. Photographs will be judged on basis of display and not on basis of photography. 7. Photographs should be accompanied by the brief statement of 25 to 100 words about the sales success secured through your window. 8. Pictures submitted become property of the Griswold Mfg. Company. 9. Name of store and address must accompany photograph. Name of window trimmer desired. 10. The sole judges will be Charles J. Heale, Editor of Hardware Age, and Rivers Peterson, Editor of Hardware Retailer. Decisions of the judges will be final. 11. Contest begins March 15th and closes May 15th at midnight. 12. Displays must feature Griswold products exclusively and be installed at dealer's expense.

# Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

#### Farmer Credits—

Three convention speakers, well qualified, talked to Montana hardware men about selling to the farmer on credit. Without hearing each other, nor discussing the subject together beforehand, they were in complete accord on one basic point, i.e. that farmer's notes matured entirely on the calendar basis without regard to the specific periods of the year when the farmer had income enabling him to meet a note. This is a natural situation, yet simple enough to correct. Sufficient examples were offered for a more practical method of handling such paper for the farmer-customer. Instead of trying to get a flat pro rata, monthly payment all through the year-concentrate the payments in the three or four months that the farmer has money coming in, and the chances of getting prompt payments are much better. All three speakers cited experiments with this idea and it is likely that Montana hardware men generally will endeavor to try out the plan. It is a good idea for other hardware men, in other parts of the country, to study—certainly it is worthy of experimentation and

may prove a valuable selling asset because of its convenience to the farmer-customer.

#### Water Systems—

A manufacturer of water systems selling from \$35 to \$250, tells me that the retail hardware trade is by far the largest and best distributor group for such equipment. This includes both the gas engine and electrically operated types of water systems. Other retail groups take the following relative positions in the distribution of such goods: (2) feed and grain dealers (3) plumbers (4) implement dealers. He based his figures on a survey among a group of leading producers of this class of equipment. There is in the wind a plan for further cooperative promotion in this industry which should result in a greatly increased sale of water system equipment. It must be remembered that when the sale of bathroom or kitchen equipment accompanies the sale of the basic water system, the amount of the sale is about doubled. Therefore, the sale of this class of equipment is worthy of study and development. The individual sale represents considerable money and

justifies outside selling activity starting early this spring.

#### Quality Lines—

Without trying to even suggest that competitive prices are not a serious, current problem to hardware dealers, I am happily impressed with some sales records of both manufacturers and wholesalers which I have studied since January first of this year. There is very little let-up in the contest for retail business and with this hard-fought contest the element of price is always present-yet I am convinced (from sales recordsnot conversation) that there is a swing back toward an appreciation of quality workmanship and materials on the part of consumers. In about fourteen states, with at least fifty salesmen representing all kinds of merchandise sold through hardware channels, I hear the welcome "it is a funny thing, but some of our highest price numbers are selling best at present." Then, with a little pressure, is developed the information that in the past six years some trimming of sales, here and there has brought the best quality goods down, in price, to a point where it is good economy to have the best. If these observations represent a typical situation with American hardware producers, the depression has been well worth its cost. If today, our best line of goods are priced properly and represent the real values that we seek in distribution, then our future as both a producing and distributing force is assured. Basically, most people want the best but there is a limit they will go in paying for it. If we as an industry are now at a point where our pricing is fair and equitable there is ahead of us a great and profitable future.

#### Competition—

Western railroads have plenty of competition for existing business. As a result, their dining car services and prices come close to being your money's worth—not



too close however. From Chicago west to the Pacific Coast one is impressed with the availability of prices not more than 50 per cent higher than a good hotel would charge. Contrast this with the big eastern roads where competition is relatively unimportant and you realize what a factor competition really is in making a business efficient. Eastern roads get the long price (very long, too) on every bit of food sold to the hungry passenger. A comparison of menu cards obtained from both eastern and western roads put the eastern crowd to shame. All the elements of expense, incident to storing and preparing food is just as present in the west as in the east—perhaps more so, because of the greater distances in the west. Therefore the difference must be charged to the competitive situations. Perhaps the same parallel exists in the retail distribution of the many lines hardware dealers must today sell in competition with chains and mail order houses. There is a noted and marked improvement in hardware store appearances and selling attitude and perhaps between ourselves we can admit that competitive conditions have forced these measures on us.

#### Complex—

These previous comments remind me of certain correspondence I have received during recent months. From some readers I receive letters saying that we do not pay sufficient attention to chain store methods. The writers of such letters suggest that we do not seem to realize that there is chain store competition. Then, as a bolt from the blue, come letters saying that this publication, or that I, personally, have a chain store complex, because of frequent or casual reference to chain store practices which independent merchants must meet. We must meet their competitive practices and I suggest that it is the writers of these letters who suffer from some complex and not us-for, certainly the chain store system has shown us a better way to display goods, light up our stores, bring in more store traffic and generally dramatize our goods and our services. Let's be honest about it and use the best they have and add to that our own

undeniable advantages and give them a real beating. It can be done. It must be done.

#### Productive Hours—

Every traveling salesman knows that an important part of his business day is necessarily consumed in traveling from point to point and in waiting to see those he wishes to sell. To the man traveling the northwest, far west and southwest this problem is greater, due to the distances between stops. In the northern country, in the winter season, the problem is even more serious. I have just traveled a net 121½ hours from New York City to San Francisco, a trip which can normally be made in 80 railroad hours and this does not include waiting for connections at junctions. Therefore, the salesman, working on commission, taking the same route I took, would find that in two weeks he had lost, completely, six full days and two Sundays before he got to the mourners' benches in the places where he sells or tries to sell his goods. And at those points he may also expect some delay as hardly ever can the salesman expect to find the buyer just "hanging on the ropes" awaiting his arrival. Distances and weather are factors often forgotten by the eastern manufacturer when making his arrangements with a far-away sales agent or company salesman whose only income is commission from sales. Both are cost factors to the salesman and deserve consideration by the house.

#### Apology—

In a recent issue we published a "surprise convention talk" given by B. Christianson to the Minnesota association. In this particular page I connected the former Wisconsin association secretary with Sears, Roebuck & Co. whereas he is actually with Montgomery Ward & Co. The managing editor suggests that I use the "smiling gong" on myself because of this error. An apology is certainly due Mr. Christianson and this is it.—Beg your pardon Chris.

#### How's Business?—

Americans ask "How's Business?" just as ancient Romans

asked "What news on the Rialto?" Both sought the same information. Since the first of the current year I have been on the road almost constantly and have met many manufacturing executives and sales managers. Without exception all predict a minimum of fifteen per cent advance in sales for 1936 as compared to sales for Wholesalers in 20 states are even more optimistic as their minimum prediction starts with 21 per cent sales increase. Retailers are equally as cheerful but are not given to expressing their views in terms of percentage. But taken as a whole the hardware industry is definitely geared for bigger and better business this year. As Dennis Waterman, of American Steel & Wire Co., told the Montana convention "We are going to sell ourselves out of the memory of the recent depression."

#### Retail Sales Tax-

Taxes paid by business houses are a matter of public record, available to other taxpaying business men. From several sources I have heard of ridiculously small taxes paid by large department stores, chain store organizations and mail order local stores when compared to taxes paid by average independent retail hardware stores if relative annual sales volume is considered. With this in mind, I am wondering if, instead of seeking anti-chain store tax measures it would not be more productive to seek taxes based on retail sales? It is impractical to try to give tables, charts, etc., on this subject but as an example let me cite a convention talk from which I take the following: "In one town in our state a department store doing over a million dollars in business a year paid a little less than twice as much taxes as was paid by either of two small retail stores doing less than \$50,000 a year apiece." Here is a field for study for both state and local association secretaries, for in taxation there is common ground which all citizens will appreciate and understand. In contrast to their interest in anti-chain store measures a more equitable tax basis is of prime interest to all business men and property holders.

# A Message to Hardware Employees

<del><</del>

on Social Security Costs to Them

A California wholesale hardware firm included this timely and explanatory message with current pay checks so that its employees would understand their own share of the cost of compulsory Federal and State insurance measures and have a basis of comparing this cost with their present low cost contribution to an existing group insurance plan.

ANY employees do not understand that they too must share in the relatively high costs of Federal and State social security insurance programs. Nor do they realize how much less is the cost of group insurance, in practice with many hardware firms for many years. To clear up misunderstandings relative to the employee's and employer's shares in paying compulsory, government-operated insuring programs, a California wholesale hardware firm prepared an explanatory statement which was included with all pay checks issued March 1, 1936. The same message could be used very largely in many other parts of the country, making any changes necessary on that part of the statement which refers solely to the State's program. The statement follows:

<del>^^^^^\</del>^<del>^</del>

"You will notice from the enclosed pay check that instead of receiving your regular rate of pay as stated above we have deducted 45/100 of 1%. This deduction has been made in accordance with the United States and California State Social Security Acts covering Unemployment Insurance which was enacted by Congress and California State Legislature last year. The law specified that after January 1 of this year we, as an employer, must deduct this amount from your total compensation, which we, in turn, must turn over to the State of California. In addition we must pay 1/10 of 1% to the Federal Government and 9/10 of 1% to State of California throughout the entire year.

"The amount we must deduct from your check increases each year as do the payments we must make for both Unemployment and Old Age Insurance until in 1949 you will be penalized to the extent of 4% and we to the extent of 6%, bringing the total penalty up to 10%.

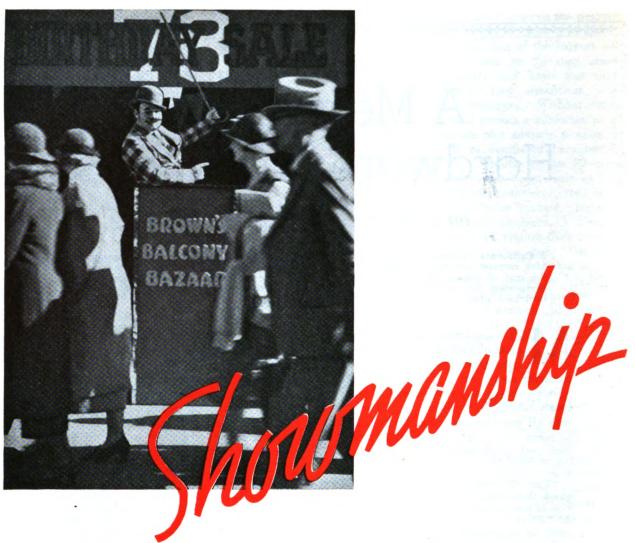
"Needless to say we are not in sympathy with this form of taxation as it does not give our company any credit for the policy we have had for 83 years of never failing to take reasonable and proper care of our employees in case of sickness and also in cases of old age where it has been necessary to pension an employee. Furthermore, for the past 10 years we have made it possible for every employee to take out Life Insurance under our Group Policy at the low cost of 60c a thousand without increasing an employee's cost from year to year, though our cost increases each year until we pay on an

employee's policy, reaching 60 years of age, a little more than \$3.00 for every \$1.00 the employee pays. With the exception of our Group Insurance our employees have had these benefits which are considerably more generous than those offered under the Social Security Act at no cost.

"Under the Social Security Act there are no benefits for unemployment until after January 1, 1938, though you start contributing NOW. After January 1, 1938, should you leave our employ you will be entitled to unemployment benefits on a basis of 50% of your salary but the sum you receive cannot exceed \$15.00 per week or be less than \$7.00 per week. Payments will be made on a basis of one week for each four weeks of unemployment. If you were employed 52 weeks but not more than 103 weeks you will receive 13 weeks of benefits for 12 consecutive months. If you were employed more than 103 weeks you will receive 20 weeks of benefits for 12 consecutive months. For example, if you were earning \$100.00 per month or \$23.00 per week and had been in our employ 60 weeks and then left or were discharged you would receive 50% of \$23.00 or \$11.50 for 13 weeks in 12 consecutive months.

"We are not against Social Security, as what we have done and are doing for our employees proves, but we believe you will agree that there is a limit to responsibilities and what we can afford to undertake and, in my opinion, if the Social Security Act is continued in its present form, all conscientious, loyal employees will be penalized a great deal more than they will be benefited."

<del>,</del>



Helps Chas. Brown & Sons, San Francisco dealer, put over a thirty-day annual event.

STABLISHED in October, 78 years ago, Charles Brown & Sons, hardware dealers, 813 Market Street, San Francisco, have for many years past turned that month into a 30-day anniversary sale event. All of which is an old merchandising principle, but Brown's applies this principle in an unusual way. Ever since the sales were started the October volume has rivaled that of December.

- S. W. Newman, president of the firm, lists four problems or steps upon which he believes depends the consistent success of the month-long sale. These are:
  - 1. Long-time planning.
- 2. Creating "sustained" public interest.
- 3. Building enthusiasm and cooperation within the sales force.

4. Offering real merchandise values, not just holding a clearout of odd items in stock.

Although it merges with the second point somewhat, Mr. Newman declared long-time planning is the most important step to be considered when a retailer wishes to stage a month-long sale. Planning for Brown's anniversary begins in March, eight months before the event. At this time a buyers' meeting is given over to discussion of preliminary plans. Buyers are instructed to have special stocks on hand for the anniversary sale, just as it is necessary to have special stock on hand for the Christmas business.

In this manner the fourth point in Mr. Newman's program is taken care of. That is, that during the entire month, each department in the store should have on hand enough stock so that many desirable items can be offered at real sale prices. With enough of such merchandise on hand the customer becomes "bargain conscious" and odd items can be easily cleared without danger of making the sale appear "junky" and also by offering these real values a definite sales stimulus is felt in all items without the necessity of much markdown.

With eight months to be on the lookout for items for the Oc-

tober sale, the buyers in every department have ample opportunity to procure stock at a price which will offer the public exceptional value as well as a worthwhile profit to the store. This is particularly true in the case of the many items in the \$1 to \$3 range, which might be classed as pre-season Christmas gift merchandise.

With the buyers' planning taken care of six months before the sale, the main promotional events are planned.

"In this respect," declared Mr. Newman, "it is impossible to overemphasize the importance of creating and keeping sustained public interest in a merchandising event of a month's duration.

"The difference between a special day sale and a month-long event might be compared to the difference between a short story and a novel," Mr. Newman continued. "The story writer must get his reader's interest quickly, and maintain it at a high pitch for about a half-hour of the reader's time. On the other hand, the novelist must hold his reader's attention for a much longer time and to do so he has to present some interesting new situation or new development in each chapter of the book.

"So it is with the store holding a 30-day sale. Although public interest may be obtained by advertising good values, just placing a card in the window to the effect that the anniversary sale will last a month is not sufficient to sustain the proper public interest to make the sale a success."

"Brown's Balcony Bazaar," the midmonth promotion which packed the store, is a good example of what can be accomplished by planning promotional events six months in advance, and also of the type of promotion which is necessary to maintain interest in a month-long event.

In May it was decided that to have a number of manufacturers' demonstrators in the store would be what was needed to give the October sale a new interest in the middle of the month. With six months' time in which to attend to all details, Newman was able to line up 15 demonstrators, all of whom would be able

to be on hand for the third week in October. Some of the demonstrators were supplied by the manufacturers, for others the store paid half the expense and in several cases the entire cost was borne by the store. Knowing well in advance that this number would be on hand Mr. Newman decided to turn over the entire balcony to the demonstrators and hold a "Bazaar."

#### Make Use of Balcony

Ordinarily, Brown's makes little use of their balcony as sales space, chiefly because it can be reached only by a small stairway at the rear of the store. Gaily decorated and with each demonstrator under a bright canvas canopy, the balcony, for other reasons than the mere alliteration of "Brown's Balcony Bazaar," proved the ideal place to hold the event. Besides holding the store's floor space free, the stairway at the rear, instead of proving a disadvantage, was a real asset as persons attracted to the bazaar were obliged to walk through the entire store.

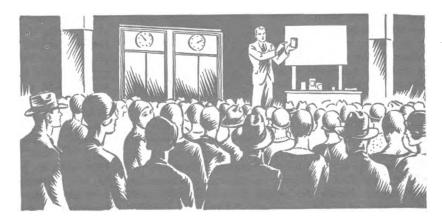
The demonstrations included paints, several types of electric appliances, a girl making plaques, a blind man making brooms and a glass blower, who added a real carnival touch. Besides the merchandise which the demonstrators were themselves selling, other articles to be found elsewhere in the store were cleverly linked to related articles being demonstrated. This was done by means of huge checkerboard cards on the wall in back of each of the demonstrator's displays. Fastened in each of the variously colored squares was an article featured in the anniversary sales.

No bazaar is complete without ballyhoo, and Brown's was ballyhooed in the goold old-fashioned style. His loud-checked suit screaming for attention, his handle - bar mustache flopping wildly as he hollered, "Right this way folks," a real circus barker let the crowds streaming past Brown's Market Street entrance know that something unusual was going on inside. And though he may have startled some of the more conservative shoppers, he ballyhooed the bazaar so successfully that the store was crowded all week.

"The success of any sale depends in a large part upon the cooperation and enthusiasm shown by the sales force," Mr. Newman declared, discussing the third point in the program. "Fully a month before the event we make an effort to build up this spirit, and also to be sure that the salespersons in each department are fully acquainted with the talking points of all merchandise which will be featured in the sale."

The evening before the opening of the event is always the occasion for an employees' banquet. One of the features of this banquet is a number of sales talks given by individual salespersons representing every department in the store. The persuasive powers of these talks are determined by the applause of the whole group, and the salesperson presenting the most convincing talk is awarded a handsome prize.

The opening of the anniversary sale is heavily advertised. This advertising of real values, coupled (Continued on page 152)





# HARDWARE AGE FIFTY-YEAR CLUB

EN who have given a half a century or more of service to the hardware business merit some special recognition, as well as the acclaim of the entire industry. The Hardware Age FIFTY-YEAR CLUB is dedicated to that purpose. There are no dues, obligations, rituals, conventions, or assessments, and men who entered the hardware business prior to 1885 are eligible. HARDWARE AGE salutes these half-century veterans and will welcome additional members:

LANDON P. SMITH, president and founder of Landon P. Smith, Inc., manufacturers of Red Devil glass cutters and other glaziers' and painters' tools, Irvington, N. J., at 68 can look back on a career covering every branch of the hardware industry. He entered the business in 1882 as a clerk in a Texas hardware store. Three years later he accepted a position at inside work with Des Jardines, Miller & Root, who at that time were hardware wholesalers at Memphis, Tenn. After three months he became a traveling representative for the



LANDON P. SMITH

same firm in Mississippi and Arkansas, in which territory he traveled by buckboard, until the firm he represented retired from business. Mr. Smith's next move was to St. Louis, where he traveled for the Shapleigh Hardware Co., until he came East to become an importer and manufacturers' agent. During this period he was sole sales agent for a number of hardware factories. Later, he organized

and became first president of Smith & Hemenway Co., manufacturers, for many years, of pliers and hardware specialties at Irvington, N. J. In 1926 he sold the Smith & Hemenway Co., and started his present business, of which he is the active head. Mr. Smith is credited with being personally responsible for changing the old method of cutting glass with expensive diamond cutters to the modern method, in which inexpensive precision steel wheel cutters are used to cut miles of glass. He enjoys playing golf with his own salesmen but his main hobbies continue to be his many friends in the hardware trade, and his interest in improving Red Devil products.

GEORGE J. HOOSE, at 78, and after 54 years in the retail hardware business at Atlanta, Ill., says, "I like the hardware business, also the work. I love to sell hardware, stoves. paints." He began his business career in 1870 as a clerk in a grocery store where he worked on an average of 15 hours a day for \$12.00 a week. But his father, who was a blacksmith and also made buggies, wagons and carts, insisted that his sons learn a trade and in 1872 Mr. Hoose began as a "wood butcher" under paternal supervision. Not showing any par-



GEO. J. HOOSE

ticular fondness for this work, he was, after two years. placed in the blacksmith's department where he served an apprenticeship of three years. During these five years he earned \$4.00 a week and had taken on the responsibility of a wife. In 1879 he was rewarded with a partnership in his father's firm, then J. H. Hoose and Son. A short time later a separate business was established which also included hardware under the name of Geo. J. Hoose and Co. The firm went under various name changes until 1926, when the present name, Hoose and Son, was adopted. His son, Milton, is associated with him in the business. The store has always operated in the same block, and is now located on U. S. Route No. 66.

# Merchandise Lines and Profits

Leslie M. Stratton, successful wholesale hardware executive and president of the National Wholesale Hardware Association, suggests guide for average wholesale hardware firm breaking main lines into fifteen classifications.



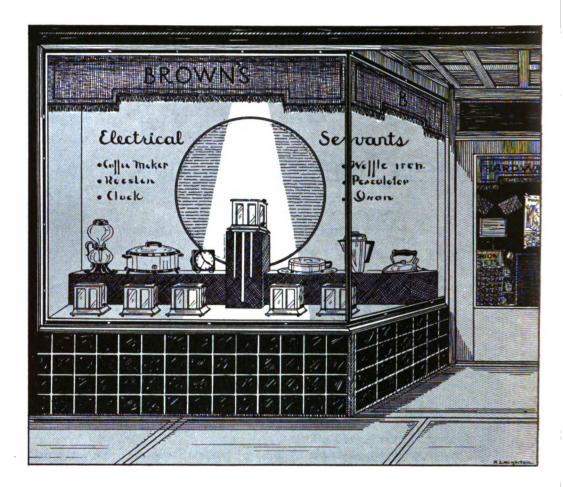
LESLIE M. STRATTON

T a recent gathering of hardware wholesalers, Leslie M. Stratton, president, Stratton - Warren Hardware Co., Memphis, Tenn., and president of the National Wholesale Hardware Association, offered a chart for the

average hardware wholesaler to follow in planning sales, percentage of profit and relative per cent against total sales of fifteen main groups of merchandise lines. He recognizes that geographical and climatic differences may alter his basic figures but says that a careful investigation shows these figures to approximate the true picture for ultimate profit. His data follows:

#### How the Sales of the Average Wholesale Hardware Firm Should Run in Percentages According to Classification and Percentage of Profit To Be Made on Each Classification

	Per Cent of Total Sales	Items Included in Classification	Percentage of Profit on Sales
No. 1	10	Heavy Hardware—Such as Metal Roofing, Screen Wire, Nails, Barb Wire, Fencing, Pre- pared Roofing, Etc.	16 2/3
No. 2	3	Ammunition	20
No. 3	6	Mechanics and Edge Tools, Builders' Hardware, Etc.	23
No. 4	2	Paint, Varnish, Paint Brushes	22
No. 5	2	Cordage, Including Cotton Rope	18
No. 6	5	Guns, Cutlery, Fishing Tackle, Sporting Goods, Etc.	25
No. 7	8	Stoves, Ranges, Stove Pipe	22
No. 8	8	Household Items—Such as Enamelware, Gal- vanized Ware, Queensware, Common Refrig- erators, Floor Covering	25
No. 9	8	Miscellaneous Hardware	25
No. 10	10	Plows, Implements, Farm Wagons, Misc. Farm Tools	20
No. 11	10	Saddlery, Saddlery Hdwe., Harness, Collar Pads, Hames, Traces, Etc	20
No. 12	10	Furniture, Mattresses, Etc.	22
No. 13	4	Radios and Radio Tubes	22
No. 14	7	Tires, Automobile Batteries, Auto Accessories	18
No. 15	7	Mechanical Refrigerators, Washing Machines	18



The three-second selling window. Passersby who do not stop have only to glance at this display to take away with them one definite idea. The regular window lights might be covered with red or blue color caps to fill the window with colored light. The toaster on the pedestal is spot-lighted with white light. The circular area on the background behind the toaster would be of a contrasting color, in this case perhaps a dark blue. Notice that all the merchandise in the window is related in application to the featured

# Light for the Show Window the Modern Store Hardware Store article.

O take full advantage of the drawing power of light, a dealer should aim to illuminate his window to a higher level than the levels prevailing in nearby windows. Thus, the store in a business district where there are many other stores would re-

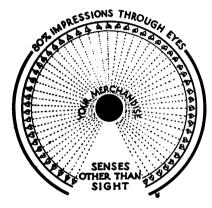
General Electric Company, Nela Park Engineering Dept., Cleveland, Ohio.

quire more illumination than the store in an outlying section where there are no other stores. Besides the advantage afforded by more light from the point of view of competition, there is the added advantage that merchandise will appear much more attractive if it is well lighted. Precious stones are not unique in requiring plenty of light to make them look their best.

Most retailers are in the habit of apportioning the rent they pay for their stores among the various sections of the store. In other words, each section is evaluated as being worth a certain percentage of the total value of the available space. Show window space is

variously rated as being worth from about 20 to 50 per cent of the total value. Few dealers will question that it is by far the most valuable space in the store. For this reason it is important to make the most of it and to do everything possible to insure its maximum effectiveness as a sales producer.

It is not the purpose of this ar-



If 80 per cent or more of people's impressions are received through the eyes, it would seem logical to assume that merchandise should be displayed under the very best con-ditions of visibility.

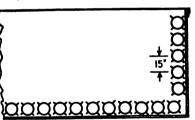
ticle to discuss at length the various technical problems involved in making an installation of window lighting. It may be well, nevertheless, to mention the characteristics of a good installation. The lighting equipment should distribute the light evenly upon the display area without undue loss through the window and without glare from exposed lamps. Most show windows are lighted from above by a row of prismatic glass, mirrored glass, or metal reflectors located at regular intervals along the window front and along the sides when the window is deep. The accompanying sketches illustrate the usual layout arrangement.

During daylight hours perhaps nothing reduces the visibility and consequently the effectiveness of window displays more than reflec-



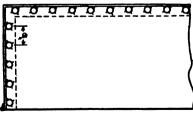
This window contains the same merchandise that is displayed in the threesecond selling window, but a number of unrelated articles have been added. The lines of the background do not help to direct the eye to the merchandise, and articles visible inside the store add to the impression of confusion. Pedestrians hurrying by the store would not be likely to carry away with them any definite idea of what is displayed.

tions in the window glass of buildings across the street, passing street cars, automobiles, pedestrians, etc. Since these reflections



Super Lighting for Windows

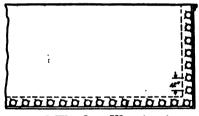
For dominant illumination in brightly lighted business districts or for over-coming daylight reflections, 500-watt Mazda lamps spaced 15 inches apart along the front and sides of the window are recommended. An alternative method oftentimes used is to provide a double row of 200-watt units spaced 12 inches apart.



Excellent Window Illumination Window reflectors spaced 12 inches apart along front and side of the window.

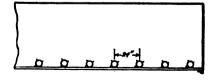
are produced by a combination of several factors, they are more pronounced in some windows than in

(Continued on page 148)



#### Good Window Illumination

Window reflectors spaced 18 inches apart along front and side of the window. Again, the use of lamps of different sizes allows a variation in the resulting illumination. However, with this spacing and usual equipment, the maximum illumination will be only about two-thirds the maximum obtain-able with the 12-inch spacing.



#### Fair Window Illumination

Window reflectors spaced 24 inches apart using 150-watt or 200-watt Mazda C or Mazda Daylight lamps will furnish fairly good illumination suitable for the usual classes of small stores.

The cost of installing the above window lighting systems ranges from about \$3.00 to as much as \$15.00 per outlet.



Specialties | Prenare Your Car for Summer Driving

Generous ad space given to bicycles by Rayl's

## Rayl's Open the Bicycle Season

Detroit Hardware Dealer Draws on Tradition of Firm, "First in the Field on Bicycle Business," and Stages a Bicycle Fair

the T. B. Rayl Company, which was a highlight of bicycle merchandising.

Rayl's was able to draw upon the tradition of the firm, one of the oldest in the city in deciming

Rayl's was able to draw upon the tradition of the firm, one of the oldest in the city, in designing its special fair. A series of bicycles was displayed ranging back to the earliest days of the vehicle, and even to the preceding tricycles.

"officially" with a Bicycle Fair by

Vehicles were secured from the Edison Institute, Henry Ford's un-

rivaled collection of Americana, which gives local stores the most outstanding opportunity to borrow equipment for special historical displays. These included all varieties of bone shakers and every important step in the development of the bicycle.

Closely tied in with this display of historical development was a series of advertisements from the files of the store. These were taken from the old scrap books, and "blown up" to poster size,

HE 1935 business in bicycles in Detroit opened to hugely increased volume, due in the first place to the sudden popularity of bicycle riding at parks and special concession locations. The season was opened

and used as partially descriptive of the corresponding bicycles, or similar models. They also typified the changes in methods of advertising during the past half century.

Rayl's first advertisement for a similar vehicle was for a parallelwheeled high wheeled bicycle, or tricycle, with a small wheel for steering in front. A model that drew much attention was a miniature cycle built for General Tom Thumb, the famous midget of the original Barnum and Bailey Circus. One of the oddest examples shown was a model with a basket back of the handle bars to hold the baby, and a seat on the top of the enlarged front wheel to carry the "better half" of the family, in proper bicycling costume.

The Bicycle Fair was more than a mere event of interest to the historically minded. It has actually produced results, officials of Rayl's testify. The bicycle volume this season has been approximately six times that of last season, and much of this is traced directly to the Fair. Customer comments indicate that they have remembered this event, and that this has induced them to buy at the store.

#### "First in the Field"

The appeal has been largely woven around the legend, "First in the Field on Bicycle Business." Rayl's was probably the first store in Detroit to sell bicycles, as testified by these old advertisements. and the impression is fairly given that it has remained bicycle headquarters ever since. In a city of constantly changing store ownerships, a store which has remained under one control so long is excellently situated to capitalize on its tradition. The motto is repeated in signs over the doorway of the store, and in interior displays. It was used with a forty-foot streamer banner during the Fair, which lasted two weeks.

Bicycles are being stocked on three different floors this season at Rayl's. The regular sports department on the second floor is the principal location, but the demand has been so big that reserve models have been stocked right in the store on open floor space. A number are carried on the fifth or office floor, while another section has been installed on the fourth or toy floor, where there is a definite tie-up with the major interest of the floor. As the principal stock on the second floor is depleted. bicycles are wheeled down from the upper floors. Meanwhile, they serve the useful purpose of suggesting the idea of the wheels to customers who do not visit the second floor.

# Special Fixture Keeps Hinges and Screws Conveniently Together

Montebello Hardware Store, Montebello, Calif., Has Unique Fixture to House Stock Strap and T-Hinges, Screw-Eyes, Hooks, etc.

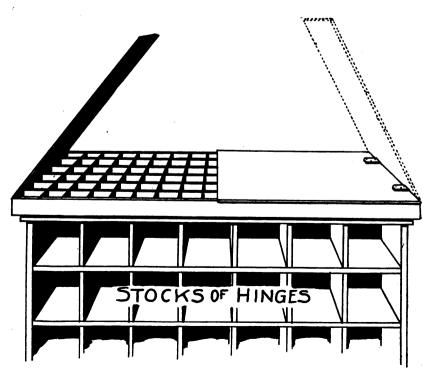
UCH time is saved by the salespeople of the Monte-bello Hardware store, V. E. Coffman, proprietor, Montebello, Calif., in the matter of fitting screws to hinges which are sold. Time saving is accomplished by providing a counter-high fixture which houses the stock of strap and T-hinges and the numerous sizes of screws, screw-eyes and hooks. The fixture is illustrated by the accompanying sketch which is representative of a rear view.

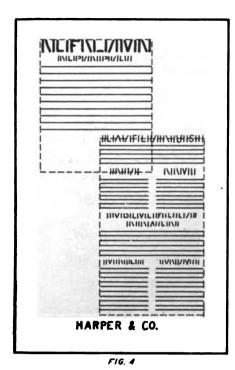
The stocks of hinges are carried in compartments under the counter. There is space for 25 types and sizes. Then, fitted on top of the counter is a shallow

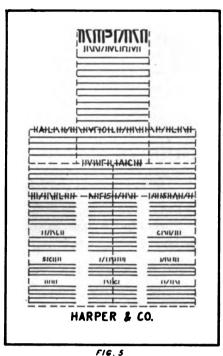
tray-like fixture which is nine feet long and 30 inches wide. It is cut up into small compartments each large enough to care for a box of screws. The tray is covered by two lids which meet in the center and are hinged at the ends.

When a customer selects the kind and size of hinge he wants, one of the lids of the tray is raised and the screws needed for it are selected and counted out.

If a customer wants screws only, it is a simple matter to raise one or both lids and permit him to survey the entire stock and make his choice. When the lids are down, the fixture serves as a wrapping counter.









# Better Advertising Layouts for Better Business

By E. H. BROWN

#### Building the Design with Rectangles

ROBABLY 75 per cent of all retail advertising and about 50 per cent of all other advertising appearing today is based upon the rectangle. Many of these advertisements are superlatively good, but the vast majority, it must be admitted, are either ordinary or downright poor so far as layout is concerned. Yet there is no reason why the rectangle may not be used to produce well balanced and attractive advertisements, even if the advertiser limits himself exclusively to the rectangle as his basis geometric pat-

tern and avoids triangles and circles entirely.

The rectangle itself forms a block, and in this form there are no points to indicate the position of headings as was shown in the preceding article discussing triangles. With nothing to indicate the proper place for headings except the top horizontal border of the rectangle, it is perhaps not surprising that so many advertisers do just that—write a heading for the top of the advertisement and fill the rest of the space with copy, and let it go at that.

But the rectangle or rectangles used as the basic geometrical pattern should not be confused with the rectangle forming the borders of the copy space. The use of small rectangles of varying shapes and sizes as well as position will be found to be no less effective than are triangles when laying out the advertisement.

In Figure 4 will be seen an advertisement prepared by our mythical Mr. Harper which is based upon two simple rectangles, the upper one almost a square. This advertisement is distinctive in ap-

pearance, and assuming that the merchandise offered is a wanted commodity, that the price is right, and that the copy is reasonably well written, the advertisement should produce good results. At least, the layout will accomplish its particular mission—it will catch the reader's wandering eye and properly display the various portions of the advertisement.

#### The Use of Illustrations

The reader will have noticed that there is an unusually large amount of white space in Figure 4. The advertisement may be published just as indicated by the layout, for the copy so arranged is much more eye-compelling than would be the same copy arranged in an ordinary manner. The white space is by no means wasted—it is employed for its attention value. However, at the option of the advertiser, the white space may be used for illustrations just as the white space appearing in Figure 5 should be so used.

But they should be genuine illustrations rather than mere pictures. They should show the product advertised, or the commodity in use, or the result of purchasing the product. In the case of a service, which, of course, is not amenable to self-illustration, one of the latter methods must necessarily be used if illustrations are employed at all. In no case should an advertiser permit white space to be cluttered up with the little meaningless designs so beloved by printers—the flags asterisks, ornamental flowers, and similar gadgets. There is a legitimate use in advertising for these symbols, but that purpose is not the destruction of valuable white space.

The method of geometrical design employed with rectangles is identical with that used for triangles, except that there are no points. (Rule 5) Main headings should always be placed as indicated by the top of the rectangle or by cross lines. Headings may be placed at the bottom of the rectangle or may be omitted, at the option of the advertiser.

According to this rule, the upper copy in Figure 4 might have extended to fill the entire block thus dropping the second set of headings parallel with the bottom

of the upper block. However, a cross line takes precedence over an optional location for a heading, and in addition, had the cross line been ignored the result would have been an unpleasant division of the advertisement into two nearly equal parts. Advertisements should always be balanced above the center, as previously explained.

Number Two in a series of articles on a simplified method of layout design.

#### The Place for Sub-headings

In the preceding article, which discussed triangles, attention was called to an apparent exception to the rule employed in placing headings. Figure 2 carried headings where there were neither points, bases, nor cross lines. This anomaly again appears in Figures 4, 5, and 6. In fact, in the large majority of advertisements based solely upon the rectangle, display lines will be used where, according to the rule, there would seem to be no excuse for them.

Let us examine Figure 4 closely and learn why this is done. After the first and second series of headings have been placed, the first at the top of the advertisement, the second at the cross line, it will be noted that a box or block appends below each heading. This is more apparent in rectangular design than when other forms are used because the rectangle itself visibly forms the block. However, with the triangle or circle, the block is no less there merely because the edges are not indicated by visible lines. Every heading has an appended block which must be filled either with text or with illustrations. Whenever a heading appears in conformity to the rule given, everything beneath that heading (until a new heading, also in conformity to the rule, appears) is a part of the appended block.

But, because of its formidable effect upon the eye, it is seldom desirable to have a large block of text. Hence, the block is broken up by the introduction of subheadings, set in smaller type than the main headings. But, although the original block may be broken up by sub-headings (Rule 6). The subheadings should never be wider than the original heading, else they will themselves become (improperly located) headings, and may destroy the balance of the advertisement.

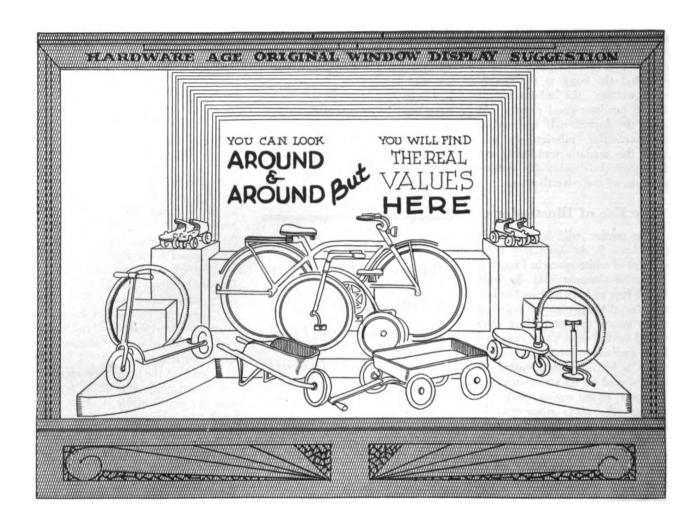
In each of the three accompanying illustrations it will be noted that our mythical Mr. Harper has made generous use of the privilege of subdividing unusually large blocks of text. In Figure 4. this subdivision by means of subheadings has been done only in the bottom block, and the subdivision has been both vertical and horizontal. In other words, one of the subdivisions fills the entire width of the block, the other splits the bottom of the block vertically although there is no change in the total width. The same thing has occurred in Figure 5, while in Figure 6 only the horizontal subdivision has been employed.

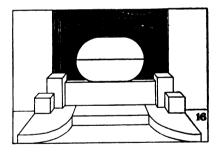
#### Type Sizes

This method of using sub-headings is very useful when there are a number of individual items to be advertised, each one deserving of separate display yet none quite so important as the merchandise offered in the main display. Figure 5 illustrates this very nicely and also demonstrates another point which should be considered. (Rule 7) The size of the type used for the subheadings should be smaller than that employed for the main headings.

The size of the type used for headings and subheadings is an important factor in proper advertisement display. The main or general heading is usually, although not always, placed at the

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### Outdoor Interest

PEOPLE have their minds on the outdoors—or will have in a very few weeks now. Youngsters, particularly, will thrill to merchandise that talks in the language of the open. Bicycles, scooters, baseball, tennis, fishing—in fact, any sport that comes under the outdoor classification, is in a position to command attention with the minimum of attention.

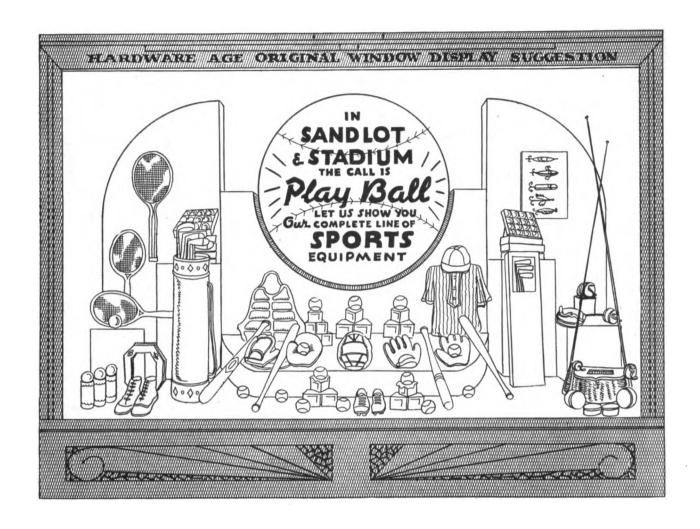
By taking this seasonal factor as an ally you can reduce buying resistance to a minimum. HARDWWARE ACE'S artist-display man has conceived suggested windows that fit in with the first budding of spring buying. Taking a theme, for his bicycle window, that is timely—"You can look around and around"—he has set up an attractive display that requires very little merchandise and yet is arresting. It, moreover, registers on the mind in a quick glance and is carried away in the form of a definite impression.

In keeping with the season, we recommend colors that suggest spring. Yellows and greens, just enough warmth in these colors to suggest the spring season with its sunshine and early growth. Believe it or not, people are affected by colors. Certain colors

suggest to the subconscious mind conditions that prevail in connection with those colors. So we use yellows and greens at springtime because those colors also suggest outdoor life, fun, sports and general light-heartedness. Get your Hardware Age interchangeable fixtures out and arrange according to the small illustrations and half your job is finished. A poster with the slogan on it will do the rest with the merchandise quickly arranged.

In the case of the baseball window, the same interchangeables will construct the major portion of your composition. The poster is an easy-as-pie job for the sign writer, and effective, too. Base-

HARDWARE AGE

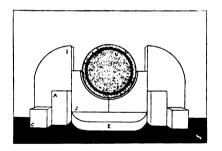


## in Spring Trims

ball will soon be the consuming interest in 99 per cent of the younger element in your public, and you can get their interest with a good baseball window.

But we must not forget that





section of the customer-public which looks at springtime from the standpoint of gardens and lawns and flowers. They are just as enthusiastic as your young crowd is over sports. They buy plenty of merchandise if you serve it up to them in snappy window trims. The photographic suggestion shows how to display garden tools and plant food, making use of manufacturers' dealer helps effectively. This is a simple, but neat and well-handled display. It is quickly installed, and takes a relatively small amount of merchandise to do a good job.

Let's go. Spring is here.



### Diverting Sucker Money

Police Cooperate With Merchants to End Racket Drain on Consumer Funds

By P. W. PAYNE
Chief of Police, Houston, Texas

SUPPOSE it sounds odd to say that a police department can bring business to retailers, but that's what ours does. Indirectly, it's true, but still effectively. We do it by diverting sucker money into legitimate channels.

Sucker money falls for all kinds of petty rackets. There's the oriental rug racket and the fur racket, the "fine made-to-measure suit" racket and the prize contest racket. Houston isn't free from them, but it certainly has the reputation of being a tough place in which to put anything over.

Aside from the ordinary police work involved in catching up with racketeers after complaints have been entered, our big service is in making the individual consumer racket-conscious. We do it over the radio, advertisements which we sponsor in cooperation with local merchants, and by the news stories we give the newspapers. Merchants anywhere might be able to do the job alone.

I say "might" advisedly, for just the name "Police Department" carries an awful lot of



weight. You can tell a sucker that he is making a bad deal and, if you're a merchant, he's likely as not to suspect that you're looking out for number one instead of for the sucker. But if the police say "Lay off, this is a racket," he's going to believe it. The police have nothing to sell.

Sometimes the job is a little ticklish. For instance, take the canvasser. There are many canvassers who represent first-class houses and who, personally, are strictly honest and reliable in every way. Then there are those who, though all right personally, are sticking customers with a poor product. Finally, there are the out-and-out crooks who use canvassing just as a way to get inside the house. The last class is in the minority, but it is large enough so that, for the safety of Houston homes, we of the police have to warn householders against the whole canvassing business though we do try to differentiate between local individuals representing known firms, and others.

It's a phase of crime prevention, not an attack on legitimate business. If it were merely a question of trying to divert people's money from one form of enterprise—canvassing—to another form of en-

terprise — store keeping — we as police could easily be criticized for our anti-canvasser efforts. But because it's a matter of home protection we can feel that we are on the right side when we seem to make the innocent suffer with the guilty.

Sometimes we have to save merchants from themselves. We have no objection to a merchant or a group of merchants giving away prizes to draw more business. much as we may doubt its wisdom. But when some promoter sponsors a prize-giving event for which merchants distribute tickets with purchases, we throw an eagle eve on the proposition and insist on knowing what's behind it. A prize drawing that requires the winner to be present at the drawing-and that turns out to have an admission charge of fifty cents when all the facts are known-hurts everybody but the promoter. The folks who thought they had a chance to win are sore at the stores which distributed the tickets because. even if they pay their way in, only a few of them come out with prizes, and the rest feel gypped. Which they are, and the merchants

(Continued on page 114)

 $\mathsf{Digitized}\,\mathsf{by}\,Google$ 

# My Day-

#### By SAUNDERS NORVELL

THE President's wife writes a short article every day in one of the New York papers, called "My Day." I have drifted into the habit of turning to her article. My judgment is that most of her days must be pretty tiresome. I mean by that she has to hustle around to a lot of women's meetings and make talks on every conceivable subject. Just meeting people in a mass this way, according to my ideas, must be tiresome. But she does occasionally have a good time. She evidently has a sense of humor. In one of her recent articles she tells of a conversation she had with her taxicab driver. The window between the driver and passenger was down. The driver turned to her and asked if she had ever met Mrs. Roosevelt. She said that she had. Then the driver said he had asked her the question because while he had never met Mrs. Roosevelt himself he had seen many pictures of her, and he thought she looked a lot like her. She does not continue the story, but I hope when she paid the driver off, she informed him that he had had the honor of driving the First Lady of the land. It would give him conversation for his own dinner table that night, and something to tell his children and grandchildren.

Well, we all have our days, as long as they last, and I am inclined to believe that our days are interesting or not according to our capacity to be interested and to derive pleasure from little things. Now for instance, with me, when Mr. Anthony Eden, who has had such a spectacular career in diplomacy, makes a long speech in the British Parliament about conditions in the world, I just

don't read it. I think I know just what Anthony Eden would have to say and, unfortunately, it takes him a long time to say it. He used up several large newspaper pages in this morning's Times. What interests me more about Anthony Eden is the story a night club owner told me about him. This night club owner happened to be in Paris. Several years ago he was sitting alone dining in one of those little French restaurants where the food is always so good. A young fellow, rather seedy looking, sat near him. They drifted into conversation. The young fellow was very blue. He said that he had just taken his examinations for a diplomatic position in England and had flunked. didn't know what to do next. So he suggested that they have a drink together. This young fellow was Anthony Eden, today English Secretary of Foreign Affairs, the man who holds probably one of the most responsible jobs in all the world. Therefore, my dear young reader, if you happen to flunk, don't give up.

A large part of my day, or rather my day and night, is given to reading. This year Texas is celebrating her Centennial. There will be great doings in Dallas and all over the state. Probably I have received a circular telling me the date of the celebration in Dallas, but I have mislaid it. However, I think it is some time in July or August. Nor do I know just what Texas is celebrating, as Texas has a good many things to celebrate. All this I have to find out, and probably later I will tell you all about it in these columns. In the meantime

I am going back to the very beginning of Texas and I propose to read right straight through her history up to date, so that when I go to Dallas this summer as I hope to do, I will be posted fully on the history of Texas.

I have selected "The Raven" by Marquis James, to start my Texas education. "The Raven" is the life history of Sam Houston. Everybody in the state of Texas. at least, should read this book, and people who have a curiosity to know a little about everything that happens and has happened in this world, will not only find "The Raven" valuable as a historical work, but will derive a lot of pleasure just from the story of this most remarkable man. It is a big book, but the story is well written. I look forward to reading a few chapters every evening.

There are some funny things about life. Actual biography does not always exactly follow the Sunday school books about what happens to the good and bad little boys. Some of the good little boys never seem to get anywhere, while some of the bad little boys have turned out to be very great men indeed. Sam Houston was one of these bad little boys. When he was just a youth, his father died, and his mother moved from their home in Virginia to a place called Marysville, near Knoxville, Tennessee. She gained control of some 400 acres of good land, and the boys were supposed to do the clearing of the land and the farming, while the girls did the house work, made clothes, etc. It was a hard working family, and they prospered. There was only one member of the family who did not seem to care very much about farm work, and that was our

friend Sam. He would rather sit around under a shady tree and read a book. He liked to go hunting and fishing. He loved the woods. This conduct on his part did not sit well with his hardworking brothers who were doing the plowing and taking care of the animals. They had many quarrels, so one fine day Sam packed up his personal belongings, which did not amount to much, went out into the wilderness and actually became a blood member of the Cherokee tribe of Indians. The chief of this tribe adopted him as his son. Of course he learned the language and he very much enjoyed the free life of the noble savage. He much preferred it to holding the handles of a plow. On his first trip away from home he remained one year. he returned, as the Cherokees did not maintain barber shops, his mother and family were shocked and startled at his appearance. His hair and beard were long. He was dressed in deerskins, and carried a rifle, powder horn and shot pouch. While Sam was with the Cherokees, outside of the time he spent hunting, fishing and making love to the Indian maidens, he spent all his time reading. He preferred the classics, and was especially interested in the travels of Ulysses.

Well, the family trimmed up Sam's hair and beard, made him take a bath and fixed him up with a suit of his brother's clothes. He was a powerful young man, very handsome, six feet tall, with a charming voice and an unusual ability to make friends. owed \$100 in the village and his creditors became pressing. What do you suppose he did? This young fellow, just returned from the wilderness, opened a school. The whole town laughed. strange to say, this school succeeded, and Sam made enough money in one winter to pay his debts and to lay by a surplus. Now here is where the queer part of this story develops. brothers who stayed at home and just plowed, were like hundreds of other pioneers. They did not stand out from the mass. But the United States government at this time had some negotiations of a

very delicate nature with the Cherokee Indians. They wished to move them from Tennessee over across the Mississippi River into the present site of the state of Arkansas. Who was better equipped than Sam Houston to carry on these negotiations? He was a member of the Cherokee tribe. He was an adopted son of their chief. He spoke their language, and at the same time for those days he was an unusually well educated man. He had educated himself.

So Sam took his part in these negotiations between Washington and the Cherokees, and was successful. The Cherokees sold their land in Tennessee and moved over the great river.

All the above is just an outline of the beginning of this story about Houston, who later did so much in the development of the state of Texas. This young fellow who would not work, first became a lieutenant in the army, then a major general of volunteers, then a full general, then governor of the state of Tennessee, later governor of the state of Texas, afterwards president of the Republic of Texas, and finally U. S. Senator. Probably no man before or since in the history of this country has ever filled all these offices.

As I said above "The Raven" is a very well written and interesting book, and I recommend it. There is a lot more to be said about Texas that I have already learned, but I will serve up the state of Texas to my readers on the instalment plan.

\* \* \*

Some years ago I wrote an article in this magazine on the subject of having a tooth pulled. Now that article was really on the hardware business because I have found that dentists have a beautiful assortment of high-grade tools. Once again I find myself at the mercy of the dentist, and one afternoon recently after he had given me a practical demonstration of scientific dentistry he said: "Probably you would like to sit in the dark for a few hours. It is now 3.45 p. m. and you have just time to get over to the Rivoli and see Charlie Chaplin in a movie at 4.12." Now allow me

to suggest to my friends who are going to the dentist, that they arrange to see a movie immediately afterwards. There is nothing better to take your mind off your teeth.

This new movie of Chaplin's which is now traveling over the country is a masterpiece. It is called "Modern Times," and is well named. It is said that Chaplin wrote the scenario himself. I don't think he had any idea of doing anything but amusing the public, but as I sat in the dark trying to forget my toothache, it appeared to me that beneath the surface there was a profound irony in this silent movie. know some people who have known Chaplin very well, and they tell me that he has a firstclass mind. In this picture it seemed to me that he used his genius as the world's greatest artist in pantomime, while at the same time behind the scenes he was poking ironic fun at this modern world. In the very first scene there is a picture of a running herd of sheep crowded in a narrow lane following a bellwether. Think of the irony of this picture under the caption "Modern Times." The next picture is a factory scene. streets are crowded with human beings rushing breathlessly to their machines. Then the fun starts with Chaplin's adventures in a machine-made world.

One of the scenes in the movie shows Charlie in prison. He has a beautiful cell, with college banners all over the walls, a radio, and a bird cage with a singing bird. The warden comes in and tells him he is free. Charlie weeps. He tells the warden that he has never been happier than he has been during his stay at that prison, and he would like to stay a little longer. Some of our parole societies and others who have read recent stories about conditions in certain penal institutions will appreciate the irony of the prison scenes in this picture. Just remember these scenes were photographed a year or so ago, before recent revelations of the luxuries enjoyed by well-to-do prisoners.

Then throughout the entire pic-(Continued on page 104)

# Little Town? What Of It!

Hardware Store Owner in Town of 750 Remodels Store to Give Him Department Store Display Space and Finds That It Pays

OES it pay for the owner of a hardware store in a small town to remodel and to display his stock in the department store manner, to avoid overcrowding?

John Steinke, owner of the Steinke Hardware Co., Waterford, Wisconsin, did it a few years ago during the late depression, and he says it has paid him well. His new store is a model of well planned arrangement and he is

effecting many sales through fine display backed up by the proper selling.

When business began to slip

in 1929-1930, Mr. Steinke and his wife, who helps operate the store, did some tall thinking. They realized that in the coming era (Continued on page 146)





MARCH 12, 1986

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# Electric Household Refrigerators to Have Banner Year in '36

ROM all indications, 1936 is going to be by far the biggest and most successful year for electric household refrigerators. Every company seems to have bigger and broader plans than ever before.

The household refrigerator business seems to be a depression-proof business, and with the exception of one year since 1921 has made outstanding gains in each subsequent year over the previous year. Only in the year 1932 were sales smaller than in the previous year.

Here are the sales figures, by year, since 1921:

1921	5,000
1922	12,000
1923	18,000
1924	30,000
1925	75,000
1926	210,000
1927	390,000
1928	560,000
1929	840,000
1930	850,000
1931	965,000
1932	870,000
1933	1,080,000
1934	1,350,000
1935	1,650,000

and the industry expects that in 1936 at least 1,850,000 electrical household refrigerators will be purchased.

In the year 1935 the retail value of those 1,650,000 refrigerators exceeded \$250,000,000.

In the homes of America today there are installed slightly in excess of 7,000,000 electric refrigerators, which means that 35 per cent of the 20,000,000 wired By R. C. COSGROVE\*

Manager, House Refrigeration Sales Westinghouse Electric & Mfg. Co.

homes have this wonderful home convenience.

Of course, more than 7,000,000 refrigerators have been sold, but many that were sold in the earlier



R. C. COSGROVE

days have been replaced, first, due to unsatisfactory performance because of the newness of the development, and secondly, due to the fact that many people in the earlier days bought refrigerators much too small for their needs.

Refrigerators today are equipped with almost every conceivable convenient feature, and the economy and freedom from service troubles have been improved tremendously even over the last few years.

The better refrigerators today have hermetically sealed units which should last a lifetime. The cabinets are of all-steel construction with no wood whatsoever being used in even the frame.

The evaporators are of rustresisting material, which should last a lifetime, and the control mechanism and other parts of the refrigerator are made in such a way as to almost guarantee trouble-free operation, and hence some of the larger manufacturers offer five-year protection plans for small sums included in the original price of the refrigerators.

The finishes have been highly developed to a point where refinishing requirements are practically nil.

The easy terms upon which refrigerators can be purchased today make this very wonderful piece of kitchen equipment available to practically every family regardless of how small the income.

Manufacturers, sensing the need for reasonably sized boxes for this small income group, have developed economy models which have large capacities and excellent operating features, but lack some of the more expensive conveniences and utility features of the higher priced cabinet.

Among the larger manufacturers, the Westinghouse Company has had a leading position in developing the major improvements. and the new 1936 refrigerators, carrying the Westinghouse nameare outstanding in every way.

1936, being the Westinghouse Golden Jubilee Year, called forth from the engineering laboratories of the company a program far in advance of anything ever attempted before, and Westinghouse presents in 1936 a line of electric household refrigerators not only outstanding in having every conceivable long life and convenient feature incorporated, but at a price almost unbelievably low.

Westinghouse, in 1936, set out to give a greater value than ever before attempted, and has adopted for its slogan in 1936—its Golden Jubilee Year—"The New Standard of Refrigerator Value."

<sup>\*</sup> From a luncheon talk on January 14, 1936, at the Waldorf-Astoria Hotel, New York, N. Y.

# Hardware Age

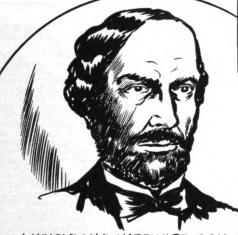




THIS MINIATURE
FARM WAGON
AND SKILLET,
WERE BUILT
ENTIRELY OF
MATCHES —
BY FRED SPINDON
OF ABINGTON, ILL.



THE MUG THAT GREW ITGELF.... A CENTURY-OLD MUGTHE PROPERTY OF AN ELDORA, IA., MAN, WAS FORMED BY NATURE. THE PERFECTLY SHAPED HANDLE WAS FORMED BY A TWIG WHICH GRAFTED ITSELF INTO THE BRANCH WHICH FORMS THE CUP



A WHOLESALE HARDWARE FIRM IS
THE OLDEST BLISINESS IN CLEVELAND,
OHIO! GEORGE WORTHINGTON
STARTED THE BLISINESS IN 1829
WITH SI,000 WORTH OF
HARDWARE



THE WALKING HARDWARE STORE!

THOMAS J. EBERT, OF WILLIAMSPORT, PA., EATS NAILS, TACKS, COINS, TEACUP HANDLES AND RAZOR BLADES WITHOUT INJURY!

## Paying Salespeople According

#### By F. J. NICHOLS The National Cash Register Company

AYROLL is the biggest item of expense in a retail business. The best way to reduce the high cost of selling is to sell more per hour per salesperson. The most effective incentive for increasing sales is to make it possible for salespeople to earn more by selling more.

Many successful stores set a monthly sales mark or "quota" for each salesperson and pay them a small commission on all sales above that amount. Others pay small salaries or drawing accounts and pay commissions on all sales. Salaries and amounts drawn are deducted when commission is paid.

Some stores figure net profits

every three or six months and distribute a percentage to their salespeople. To share in the profits, employees must work in the store six months or longer.

A salesperson's pay should be determined by sales, rather than by the time spent in the store. For example, a salesperson who draws \$20 a week and sells \$300 worth of goods weekly is being paid at the rate of 6.7 per cent of his sales. If he were in a grocery, he would be getting about the average salary. But in the jewelry business \$5 a week more would be required to bring his salary up to average. The table on the next

page shows percentages of salespeople's earnings to sales. Suppose a shoe merchant pays a salesperson \$25 a week. Follow the \$25 column down to the shoe average, 9.79 per cent. Then following to the left you find that he should sell \$250 worth of merchandise a week to earn the average paid in shoe stores.

A table like is a very effective argument to use when undeserving salespeople ask for increases in pay, and when sales are too low to justify the pay they are getting. When fixing salaries, keep in mind conditions in your store and community and use the percentage figures of your own business.

#### How Much a Salesperson Should Sell

The figures at the top of this chart represent the amount of salespeople's weekly salaries; the figures in the left-hand column the amount of their weekly sales. To find what per cent of his sales is paid to a salesperson as salary, locate the per cent directly below the amount of his weekly salary and opposite the amount of his weekly sales.

Frammle: A salesperson receives \$17 per week and averages \$200 pet sales per week. The per cent directly below \$17 and opposite \$200 is

Example: A salesperson receives \$17 per week and averages \$200 net sales per week. The per cent directly below \$17 and opposite \$200 is 3.5%. This salesperson's salary is, therefore, 8.5% of his weekly sales.

Amount	Amount of Weekly Salaries
Weekly	510   101   11   113   12   123   13   134   14   143   15   16   17   173   18   19   20   21   22   223   24   25   26   27   273   28   29   30   324   35   373   40   425   45   478   50
\$100	100 010 5111 011.512 012.513 013.514 014.515 016 017 017.518 019 012 012 012 012 012 012 012 012 012 012
110	9.19.610.010.510.911.411.812.312.713.213.614.615.515.916.417.318.219.1120.0120.520.918.122.7123.6124.6125.0125.5126.4127.3129.631.8124.1136.4138.640.9142.2145.5120.0120.0120.0120.0120.0120.0120.012
120	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$
130	$\begin{array}{ c c c c c c c c c c c c c c c c c c c$
140	$\begin{array}{ c c c c c c c c c c c c c c c c c c c$
150	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$
160	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$
170	5.91 6.21 6.51 6.81 7.11 7.41 7.71 7.91 8.21 8.51 8.81 9.41 10.01 10.31 10.61 11.21 11.81 12.41 12.91 13.21 13.51 14.11 14.71 15.31 15.91 16.21 16.51 17.11 17.71 19.11 20.61 22.11 23.51 25.01 26.51 27.91 29.41
180	56 58 61 64 67 69 72 75 78 81 83 89 94 97 10.0 10.6 11.1 11.7 12.2 12.5 12.8 13.3 13.9 14.4 15.0 15.3 15.6 16.1 16.7 18.1 19.4 20.8 22.2 23.6 25.0 26.4 27.8
190	53 5.5 5.8 6.1 6.3 6.6 6.8 7.1 7.4 7.6 7.9 8.4 9.0 9.2 9.5 10.0 10.5 11.1 11.6 11.8 12.1 12.6 13.2 13.7 14.2 14.5 14.7 15.3 15.8 17.1 [18.4 19.7 121.1 122.4 23.7 125.0 126.3
200	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$
210	48 5.0 52 5.5 5.7 6.0 6.2 6.4 6.7 6.9 7.1 7.6 8.1 8.3 8.6 9.1 9.5 10.0 10.5 10.7 11.0 11.4 11.9 12.4 12.9 13.1 13.3 13.8 14.3 15.5 16.7 17.9 19.1 20.2 21.4 22.6 23.8
220	46 48 50 52 55 57 59 61 64 66 68 73 77 80 82 86 91 96 10.0 10.2 10.5 10.9 11.4 11.8 12.3 12.5 12.7 13.2 13.6 14.8 15.9 17.1 18.2 19.3 20.5 21.6 22.7
230	44 4.6 4.8 5.0 5.2 5.4 5.7 5.9 6.1 6.3 6.5 7.0 7.4 7.6 7.8 8.3 8.7 9.1 9.6 9.8 10.0 10.4 10.9 11.3 11.7 12.0 12.2 12.6 13.0 14.1 15.2 16.3 17.4 18.5 19.6 20.7 21.7
240	42 4.4 4.6 4.8 5.0 5.2 5.4 5.6 5.8 6.0 6.3 6.7 7.1 7.3 7.5 7.9 8.3 8.8 9.2 9.4 9.6 10.0 10.4 10.8 11.3 11.5 11.7 12.1 12.5 13.5 14.6 15.6 16.7 17.7 18.8 19.8 20.8
250	4.0 4.2 4.4 4.6 4.8 5.0 5.2 5.4 5.6 5.8 6.0 6.4 6.8 7.0 7.2 7.6 8.0 8.4 8.8 9.0 9.2 9.6 10.0 10.4 10.8 11.0 11.2 11.6 12.0 13.0 14.0 15.0 16.0 17.0 18.0 19.0 20.0
260	3.9 4.0 4.2 4.4 4.6 4.8 5.0 5.2 5.4 5.6 5.8 6.2 6.5 6.7 6.9 7.3 7.7 8.1 8.5 8.7 8.9 9.2 9.6 10.0 10.4 10.8 10.8 11.2 11.5 12.5 13.5 14.4 15.4 15.4 15.4 15.3 19.2
270	37 3,9 4,1 4,3 4,4 4,6 4,8 5,0 5,2 5,4 5,6 5,9 6,3 6,5 6,7 7,0 7,4 7,8 8,2 8,3 8,5 8,9 9,3 9,6 10,0 10,2 10,4 10,7 11,1 12,0 13,0 13,9 14,8 15,7 16,7 17,6 18,5
280	3.6 3.8 3.9 4.1 4.3 4.5 4.6 4.8 5.0 5.2 5.4 5.7 6.1 6.3 6.4 6.8 7.1 7.5 7.9 8.0 8.2 8.6 8.9 9.3 9.6 9.8 10.0 10.4 10.7 11.6 12.5 13.4 14.3 15.2 16.1 17.0 17.9
290	3,5 3,6 3,8 4,0 4,1 4,3 4,5 4,7 4,8 5,0 5,2 5,5 5,9 6,0 6,2 6,6 6,9 7,2 7,6 7,8 7,9 8,3 8,6 9,0 9,3 9,5 9,7 10,0 10,3 11,2 12,1 12,9 13,8 14,7 15,5 16,4 17,2
300	33 3.5 3.7 3.8 4.0 4.2 4.3 4.5 4.7 4.8 5.0 5.3 5.7 5.8 6.0 6.3 6.7 7.0 7.3 7.5 7.7 8.0 8.3 8.7 9.0 9.2 9.3 9.7 10.0 10.8 11.7 12.5 13.3 14.2 15.0 15.8 16.7
325	3,1 3,2 3,4 3,5 3,7 3,9 4,0 4,2 4,3 4,5 4,6 4,9 5,2 5,4 5,5 5,9 6,2 6,5 6,8 6,9 7,1 7,4 7,7 8,0 8,3 8,5 8,6 8,9 9,2 10,0 10,8 11,5 12,3 13,1 13,9 14,6 15,4
350	2.9 3.0 3.1 3.3 3.4 3.6 3.7 3.9 4.0 4.1 4.3 4.6 4.9 5.0 5.1 5.4 5.7 6.0 6.3 6.4 6.6 6.9 7.1 7.4 7.7 7.9 8.0 8.3 8.6 9.3 10.0 10.7 11.4 12.1 12.9 13.6 14.3
375	2.7 2.8 2.9 3.1 3.2 3.3 3.5 3.6 3.7 3.9 4.0 4.3 4.5 4.7 4.8 5.1 5.3 5.6 5.9 6.0 6.1 6.4 6.7 6.9 7.2 7.3 7.5 7.7 8.0 8.7 9.3 10.0 10.7 11.3 12.0 12.7 13.3
400	2.5 2.6 2.8 2.9 3.0 3.1 3.3 3.4 3.5 3.6 3.8 4.0 4.3 4.4 4.5 4.8 5.0 5.3 5.5 5.6 5.8 6.0 6.3 6.5 6.8 6.9 7.0 7.3 7.5 8.1 8.8 9.4 10.0 10.6 11.3 11.9 12.5
425	2.4 2.5 2.6 2.7 2.8 2.9 3.1 3.2 3.3 3.4 3.5 3.8 4.0 4.1 4.2 4.5 4.7 4.9 5.2 5.3 5.4 5.6 5.9 6.1 6.4 6.5 6.6 6.8 7.1 7.6 8.2 8.8 9.4 10.0 10.6 11.2 11.8
450	2.2 2.3 2.4 2.6 2.7 2.8 2.9 3.0 3.1 3.2 3.3 3.6 3.8 3.9 4.0 4.2 4.4 4.7 4.9 5.0 5.1 5.3 5.6 5.8 6.0 6.1 6.2 6.4 6.7 7.2 7.8 8.3 8.9 9.4 10.0 10.6 11.1
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500	2.0 2.1 2.2 2.3 2.4 2.5 2.6 2.7 2.8 2.9 3.0 3.2 3.4 3.5 3.6 3.8 4.0 4.2 4.4 4.5 4.6 4.8 5.0 5.2 5.4 5.5 5.6 5.8 6.0 6.5 7.0 7.5 8.0 8.5 9.0 9.5 110.0
525	19 2.0 2.1 2.2 2.3 2.4 2.5 2.6 2.7 2.8 2.9 3.0 3.2 3.3 3.4 3.6 3.8 4.0 4.2 4.3 4.4 4.6 4.8 5.0 5.1 5.2 5.3 5.5 5.7 6.2 6.7 7.1 7.6 8.1 8.6 9.0 9.5
550	18 1.9 2.0 2.1 2.2 2.3 2.4 2.5 2.5 2.6 2.7 2.9 3.1 3.2 3.3 3.5 3.6 3.8 4.0 4.1 4.2 4.4 4.5 4.7 4.9 5.0 5.1 5.3 5.5 5.9 6.4 6.8 7.3 7.7 8.2 8.6 9.1
575	1.71 1.81 1.9 2.0 2.1 2.2 2.3 2.3 2.4 2.5 2.6 2.81 3.0 3.0 3.1 3.3 3.5 3.7 3.81 3.9 4.0 4.2 4.3 4.5 4.7 4.8 4.9 5.0 5.2 5.7 6.1 6.5 7.0 7.4 7.81 8.3 8.7
600	1.71 1.71 1.81 1.91 2.01 2.11 2.21 2.21 2.21 2.31 2.41 2.51 2.71 2.81 2.91 3.01 3.21 3.31 3.51 3.71 3.71 3.81 4.01 4.21 4.31 4.51 4.61 4.71 4.81 5.01 5.41 5.81 6.21 6.71 7.11 7.51 7.91 8.31

### to Their Sales



The salesperson who can give the customer accurate information on all the points listed above is in position to increase sales.

Records should be kept of sales made each day by each salesperson. The average sale and the salary cost per sale should be figured and recorded. Only when such figures are available can a merchant know how much a salesperson is worth to him. With such figures he can pay his salespeople for what they sell instead of for the time spent in the store.

Many small stores are now following the lead of larger department stores and chain stores in training their employees. In smaller stores the best plan is to hold meetings regularly at least once a month. Once a week is not too often, if not continued for more than eight weeks. Having a regular time for the sessions is important.

Tell your employees about the history of your store. Teach them

the importance of winning, pleasing and holding customers. Explain your overhead expenses. Tell them about net profits. Show them how waste, poor selling methods, discourtesy to customers, laziness, dishonesty, mistakes, forgetfulness, and similar things lose trade and reduce net profit. Show them how these things reduce the amount that can be paid to them.

People learn to do by doing. Salespeople learn to sell by selling—not by listening to someone tell about selling. The best sales training is that which affords each salesperson opportunity to practice better methods. You can use this method by arranging practice sales. Have one salesperson act as a customer while another demonstrates how he or she sells a pair of shoes. After the demonstration is finished, have the group



F. J. Nichols

discuss it. Emphasize the good points and call attention to the mistakes. Describe a difficult selling situation and ask the salespeople to show how they would handle it. Draw out suggestions. Stimulate thinking. Encourage discussions of selling methods. Show salespeople how to suggest articles to customers and have them practice on each other.

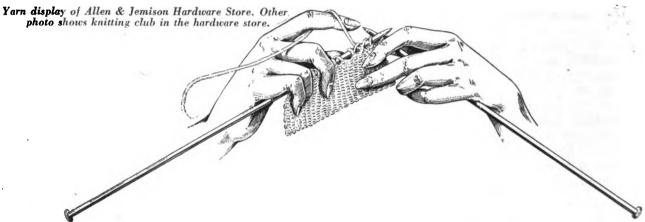
Tell them about new merchandise and how to study the different kinds of goods. When you buy a new line, have the salesman from whom you buy sell the goods to your salespeople. They must be sold on the new goods — must know values, talking points, and how to handle the goods—before they can sell them to your customers.

Convince your employees that you are interested in them—in their success, in their happiness—and you will be surprised how much more interested they will be in you and in "Our Store."

Encourage your people to read trade papers and books about the goods your store sells. Read these yourself and mark with a red pencil the things you consider most important. Then pass them around and ask those who read to tell you what they think.



Read this story of how Allen & Jemison, hardware dealers in Tuscaloosa, Ala., attract women customers...



# Knitting Needles Help Sell Hardware

RADICAL, but interesting and successful merchandising idea has been employed by Allen and Jemison Company of Tuscaloosa, Alabama, in increasing sales of merchandise that appeal to women customers.

The idea is unusual because of the foresight of M. Torrey Jemison, vice-president and sales manager, who dared break with tradition and establish a knitting department in the big four-story hardware establishment as a means of attracting more women customers.

An institution that has a volume (wholesale and retail) that approaches the half-million dollar mark annually, one that has four big floors of nothing but hardware, one that does business chiefly with the male division of the population—why should they suddenly install a knitting department?

Mr. Jemison's answer might be that he wanted more women to visit and become acquainted with the store; that his household hardware and electrical appliances were not moving fast enough because there were few feminine eyes to see them; that his store was not in the heart of the retail district.

According to Mr. Jemison, the plan has definitely increased sales in housewares, tableware, appliances. It has caused clerks to take more interest in the appearance of the department, because they realized that their displays would be under the scrutiny of many feminine eyes.

Best of all, the knitting department has made hundreds of friends for the store and brought

women there who never visited it before. Furthermore, Mr. Jemison feels that he has gained some business that was formerly going to the drug and variety chains.

Beginning with a few skeins of yarn and some instruction books, the knitting department—after two years of operation—is scoring new gains monthly. A good volume has been built up. It is definitely in the profit-making class.

The plan is remarkably simple. An instructor, a well-known local matron, was employed to hold classes in the store three mornings weekly. From the outset, women came by dozens to sit around the big table provided and learn how to knit and crochet rugs, dresses, shawls, table-pieces. On days when classes are not held, many knitting sales are made to those who return to secure material.

The department was installed after Mr. Jemison was convinced that a definite trend was developing toward more interest in knitting. He found that many were going to other cities to find instruction and material. He sensed an opportunity to increase hardware sales to women and made the most of it.

"The installation of our knitting department required little investment," he revealed. "Stock was built up from profits made. Only a negligible amount of publicity is necessary, for when the women learn of the free classes, they are quick to take advantage of them."

Mr. Jemison believes that each woman who receives the free instruction is a friend of the institu-



tion. They not only buy yarn and knitting supplies, but look around the store and buy other articles. Nearly 1000 have been taught the art in the two years of operation. Hundreds of others have taken short courses.

Ads like these told Tuscaloosa women of the hardware store's knitting club.

The department is run along lines developed by big stores in ready-to-wear and dry goods. The fact that it is in a hardware store makes the plan even more unusual.

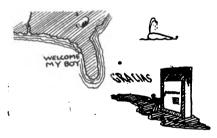


# They're Telling Us

#### What readers say about the Hardware Age Catalog and Directory Number

#### Gracias

CAMAGUEY, CUBA — The 1935 copy of "Who Makes It?" has just been received, we certainly appreciate it very much and here



are our most sincerely "Gracias" what I hope will be able to do personally the coming summer during my next visit to your country.

Francisco Bango, Bango, Jr.

#### **Buyers** Use It

MEMPHIS, TENN.—We wish to acknowledge the Directory or "Who Makes It?" issue of HARD-ware Age, dated September 26.

This Directory has been passed on to our buying department for their attention and we are sure that it will be of a great deal of value to this department.

We wish to take this opportunity to thank you for this Directory.

L. A. HARDISON, Mgr. of Sales, Stratton-Warren Hardware Co.

#### "Day Unto Day"

PHILADELPHIA, PA.—Years ago my dear old mother had a calendar hanging on the wall with this inscription "Day unto Day," from the writings every day she received much inspiration and help to carry on.

Your directory issue should also be marked "Day unto Day," for the hardware merchants, when we are worried about "Who Makes It?" your guide will be an inspiration. It will indeed be a very present help in time of perplexity and trouble.

The copy of the directory on "Who Makes It?" issue of HARD-WARE AGE was received by us in first-class condition.

WM. J. DEVELIN, Vice-president, C. B. Porter Company



#### We'll Tell the World We'll Continue It

CHATTANOOGA, TENN.—We are very glad to have the opportunity of thanking you for the latest edition of the HARDWARE AGE. This magazine has always proven very useful to the buyer in ordering materials and also as a reference book to the correct addresses of the different firms with which we deal.

This book has always been both clear and concise, and the mass of information it contains is put together in such a manner that very little time is lost in looking up desired information. We received our copy of the HARDWARE AGE

in perfect condition; with every sheet intact and the cover unmarred.

We wish to thank you again for sending us a copy of the HARD-WARE AGE and hope you see fit to continue publishing this valuable directory.

S. M. VARNELL, Varnell Hardware Company

#### **Used Daily**

NEW HAVEN, CONN.—We are in receipt of our copy of the directory of "Who Makes It?" issue of HARDWARE AGE for which we thank you.

We always find this directory most valuable to us as we have occasion to refer to it daily during the year.

W. E. JANSWICH, Treasurer, John E. Bassett & Co.

#### A Big Asset

KANSAS CITY, Mo.—We wish to acknowledge receipt of your "Who Makes It?" Directory Number and certainly wish to compliment you on this edition.

This was received in very good condition and it will certainly be a big asset to us in the office when looking up the products of various manufacturers.



We have placed this in our files for handy reference as it is something that we have needed for some time.

HERMAN KUEHLKE, Richards & Conover Hdwe. Co.

#### Indispensable

Penns Grove, N. J.—We use the Directory daily in our business and find it indispensable. We assure you that it is appreciated that you are in a position to furnish us with this data.

R. F. WILLIS, R. F. Willis & Brother

#### Authentic

DECATUR, ILL.—We are pleased to acknowledge receipt of the HARDWARE AGE directory which you recently sent us and also advise you that we appreciate the information which it contains.



While we have other directories in our files, we do find the information given us in your directory very authentic and we use it continuously.

D. L. JOHNSON, Vice-president, Morehouse & Wells Co.

#### Always at Hand

MANCHESTER, N. H.—We have received the copy "Who Makes It?" in good condition. We find it very useful always at hand at the writer's desk. We note its improvement with each new issue.

W. H. UNDERWOOD,

Manchester Hardware Co.

#### Pleased With It

Burlington, Vt. — This will acknowledge receipt of our copy of the Directory, "Who Makes It?"

We are very pleased to receive this Directory and are confident that we will have occasion to use it many times during the coming year.

We have not examined it carefully as yet, but we are sure, from our experience in the past with your directories, that it will be of great assistance to us from time to time.

E. E. QUINN,
Strong Hardware Company

#### Very Valuable

BRIDGEPORT, CONN.—We have received our copy of the Directory. We use this Directory very frequently and find it a great advantage in looking up various manufacturers and obtaining goods which are new to us.

Our copy was received in firstclass condition and, as stated above, it is a very valuable help to us.

L. V. BROOKS, The Smith-Comstock Co., Inc.

#### **Best Ever**

HARTFORD, CONN. — Have received your HARDWARE AGE Directory and want to compliment you and your company on this beautiful edition. This is the best book ever and as we have told you before we keep it busy 52 weeks in the year.

The book arrived in very good shape and at this time have no complaints to make but wish to extend again our appreciation of the good service rendered.

WILLIAM F. SECHTMAN, Sechtman Hardware Company

#### **Never Fails**

MILWAUKEE, WIS.—Many times during the year I have occasion to refer to your Directory "Who



Makes It?" and I can tell you without reservation that I have not yet failed to find what I was looking for.

F. S. Rost, Vice-president, Frankfurth Hardware Company

#### A Distinct Trade Service

PRITSBURCH, PA.—The copy of "Who Makes It?" reached us in good condition. In publishing a book of this kind we think you have rendered to the trade a distinct service. It is very complete and we refer to it very often.

James C. Lindsay Hardware Co.

#### Glad to Get It

CORNING, N. Y.—We received our copy of the "Who Makes It?" the other day and were very glad to get it.

We use this book a great many times during the year, in fact hardly a day goes by that we do not refer to it. So many customers request us to order merchandise without knowing much about the article or who makes it.

May we thank you for our copy of "Who Makes It?"—which we received in very good condition, and assure you we shall look forward to future copies.

Boller Bros. Hardware



#### Whenever in Doubt

Boston, Mass.—We are in receipt of your HARDWARE AGE and find it very useful.

Whenever we are in doubt as to "Who Makes It" we always know we can find the information by referring to your book.

E. H. Brest,

S. Simons Hardware Co.

#### Wonderful

Mount Kisco, N. Y.—Received the Directory or "Who Makes It?" and will say that we use it all the time and find it wonderful.

Louis Carpenter, Carpenter's Hardware

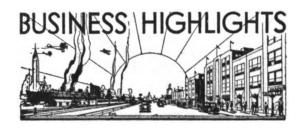
#### **Very Complete**

PORT CHESTER, N. Y.—We have received our copy of the "Who Makes It?" issue of the HARDWARE AGE in perfect condition.



This book is really very helpful to us. We make use of this book on an average of two or three times a week. It is really very complete and could not get along without it.

F. HOFFMAN,
Muffs Hoffman & Co., Inc.



# HOW'S the

#### ADVANCES BECOMING EFFECTIVE

Steel Wood Screws

Turpentine

Lead

Zinc

Ammunition

Some Hurley Washers and Ironers Inexpensive Electric Irons

Low-priced Electric Mixers

Some Champion Forges & Drills

March 12th 1936

#### **DECLINES BECOMING EFFECTIVE**

Lead Traps & Bends, Etc.

Auto Lamps

Mill-run Files

Carpenters' Chalk

The expected decline on nails, barb wire and staples was placed in effect March 5, reducing quotations to the following, F.O.B. Chicago:

wire nails, base ... \$2.25 carloads
wire nails, base ... \$2.25 serious
galvanized fence staples \$3.85 ser ewt.
2 pt. Standard 86 rod
cattle wire ... \$2.19 \$2.03 per spool
2 pt. Standard 80 rod
hog wire ... \$2.34 \$2.17 per spool

Prices F.O.B. Pittsburgh and Cleveland, as usual or 5c. per hundred pounds less than the above. Contrary to the trend on the above products, annealed and galvanized fence wire are advanced 15c. per hundred pounds.

National Lead Company on Feb. 17 reaffirmed prices of last September on lead pipe and lead roofing flanges, but made the following reductions on allied items: Lead traps and bends, now 45 per cent off lists, formerly 25 per cent off. Combination ferrules, bends and nipples now 20 per cent off lists, formerly 10 per cent off.

Prices on lead were advanced five cents per 100 lbs. each on two successive days, Feb. 26 and 27, to \$4.65 New York, the highest mark since 1931. These increases reflect the strong demand for the metal, and its favorable statistical position. Zinc prices advanced five cents per 100 lbs.

Wood screws last November took one of the sharpest mark-ups in recent years with advances in all list prices, and changes in discounts. Brass screws were particularly affected at that time. Sales by the manufacturers since November have been light, many large buyers having stocked up before the rise. However, expecting a satisfactory spring demand, the leading screw makers have rearranged and slightly advanced all discounts again, making an advance over the previous market of 5 per cent on steel screws of all styles and finishes. Brass and bronze screws were not affected by the recent changes.

1936 ammunition prices were released on Feb. 17th and average about seven and one-half per cent higher than a year ago on all loaded shells and cartridges. Under a new plan adopted this year net prices to dealers have been based on the average carload rate of freight from the dealer's nearest manufacturing point to the dealer's location in each respective zone. The new prices only partially restore the declines of a year ago. Preferential discounts have been wiped out, and the new set-up provides the same prices for all dealers in a given town, whether large or small. The manufacturers hope it will put an end to the demoralization which was so costly to all ammunition distributors last season.

Westinghouse Lamp Company and other makers announced last month a reduction in the prices of various types of automobile lamps, which has become effective March 1. Numbers 51, 55 and the staple number 63 have been lowered approximately 30 per cent, and No. 2331 about 17½ per cent. There had been for some time a rather wide gap between quotations on leading and independent lines, and this variation seems to have been partly and temporarily removed.

Mill-run files have been reduced approximately 10 per cent, by leading sellers.

Quotations on several items of lower-priced electric fans and electric mixers have been advanced 7½ to 10 per cent, or more, by various makers at various dates since Jan. 1. Low prices ruling last year were found to have been completely without profit, and even after the new advances are not fully satisfactory to some producers.

Hurley Machine Company, leading makers of washing and ironing machines, have advanced list prices \$20 to \$30 each on several of their models. The increase varies from 10 to 25 per cent.

Champion Forge and Blower Company have advanced some numbers of their forges and drills 5 per cent, effective March 1.

The price of turpentine advanced two cents per gallon on Feb. 28, but the market on linseed oil is rather weak, due to the usual late winter drop in demand. Jobbers see some possibility of a decline between now and the first of April, at which time the seasonable spring demand should again firm up prices.

Makers of picks, mattocks and sledges are definitely planning

# HARDWARE Business?

an advance, about March 15, said to be 5 per cent, with a chance that the increase may be greater. Axe prices for the coming fall are expected soon, with the probability that there will be no material change. Manufacturers of these heavier lines have been kept very busy supplying tools for the many government projects.

Prices on copper wash boilers are firming, following the recent advance on copper. The market on galvanized utensils is temporarily quieter and not so strong, but as soon as the expected recovery comes in sheet steel quotations, it is known that the makers of galvanized ware want to get higher prices.

Push brooms and stable brooms of bass and bamboo fiber have been advanced 5 per cent, due to the unfavorable exchange situation which affects the cost of these imported materials.

Hardware dealers who have installed shoe findings counters have found these goods unexpectedly active, from shoe laces and soles to lasts and stands. Another assembly which responds to proper centering and display at this season is house cleaning supplies—polishes, brushes and brooms, oil mops, waxes, sponges, chamois, etc. Many an extra dollar of sales and profit comes from mass showings of such coordinated lines, changed from time to time as their seasons come along.

The sharp upturn in orders booked by furniture manufacturers in January should be ranked among the "signs of prosperity," the volume rising approximately 72 per cent over December. Unfilled orders almost doubled during the month. Operations were at about 57 per cent of capacity compared with 63 per cent in December and 50 per cent in January, 1935.

On stove pipe and elbow sales, for fall delivery, there has been the usual amount of early price-cutting, which, however, is now less severe. Quotations to the retail-

er have become rather settled at a basis of \$10 to \$10.50 per 100 joints for 28 gauge 6-in. standard pipe. Elbow prices are well maintained, and stove pipe dampers are costing the wholesaler a little more than a year ago.

Prices on carpenters' chalk, steady for many years, have been somewhat upset by new competition, and an average decline of 10 cents per gross in the wholesale costs is in effect. Similar new competition on school crayons is causing occasional shading, but with no changes from the old-time suppliers.

The snow-bound areas are thawing out, and with them, the hardware business. Many midwestern stores reported the final week in February one of the best this year, with a distinct gain over a year ago. Stores were well patronized by shoppers who bought liberally of seasonal items after being interned for so long by difficult travel and the subzero temperatures. February total retail showings were hard hit, but in the larger towns some gains have run as high as 10 per cent, due largely to the influence of leap year. Not only did the month have 29 days instead of 28, but five of these days were Satur-

The wholesale betterment has been substantial, although not quite as rapid as among retailers. Jobbers still complain of inability to get prompt delivery from makers of a number of lines. The real effect of the better weather is expected in March, as snow and mud blocked roads get back into service. Flood conditions are a worry in some sections, bringing a heavy run on shovels, spades and wheelbarrows. By contrast, the southwest needs moisture badly for oncoming crops. In most places, the regular spring season for work on the farms will be shortened when it does come, but the buying power of farmers does not seem to be impaired. Farm implement makers report active ordering, and are keeping up their production schedules.

Reports from manufacturers indicate that plant activity, which all during February held to a better rate than consumption, is still increasing. There is special improvement, according to Dun's, in the heavier lines, such as farm equipment, washing machines, electrical supplies, plumbing fixtures, stoves, and foundry specialties. Output of paint, cement, and builders' hardware was not curtailed because of the temporary stopping of outdoor work. More of an effort is noted to build up depleted inventories to meet an expected better demand as the spring season progresses. The machine tool industry continued close to the January rate with several units reporting enough orders to keep working at capacity for at least three months. Fertilizer manufacturers are operating at a faster pace than a year ago, based on the outlook for larger plantings this season.

Output of automobiles in the last week of February again failed to equal the 1935 comparative total. Most plants operated only four days being unable to move stocks on hand because of transportation tie ups. Manufacturers of parts received larger orders, indicating a speeding up of new automobile assemblies in March. Used cars have started to move better, and there seems to be no worry whatever as to a large demand for new popular-priced cars continuing indefinitely.

Steel production for last week was estimated at 53½ per cent of capacity by the American Iron and Steel Institute. It was the highest level since December 16 and was 1.1 per cent ahead of the previous week. A month ago operations were 50 per cent of capacity and a year ago 48.2 per cent. Spring demands for iron and steel are strengthening, and shipments have been helped by more favorable weather. Building construction orders are substantially better, and there is heavier specifying by the road machinery and agricultural implement industries. The steadily rising scrap market has encouraged mills to adopt a firmer attitude on steel quotations. There (Continued on page 130)

News of Retailers, Jobbers and Manufacturers and Salesmen

# **NEWS**

HARDWARE AGE FOR

#### THOS. L. WILLIS ELECTED PRESIDENT NORTHERN HARDWARE CO., PORTLAND, ORE.

Dealer-owned wholesale firm held twelfth annual meeting and convention Feb. 17-18, 1936, with 78 factory exhibits and 109 dealers and 30 guests present.

Thos. L. Willis was elected € president of the Northern Wholesale Hardware Co., dealer-owned wholesale firm of Portland, Ore. His election took place at the close of the 12th annual stockholders' meeting and convention held at the warehouse on February 17 and 18, 1936. Other officers elected were: Frank Travis, Shelton, as vice-presi-dent; N. A. Bonn, The Dalles, as secretary; Norris Ames, Silverton, chairman of the board. Directors elected were: Mr. Willis, Roscoe Ames, Albany; Mr. Travis, Mr. Bonn, Stanley Wyoell, Bremerton, Wash.; Frank Taylor, Reedsport, and Milton Hansberry, Seattle. P. R. Bue is manager and buyer.

There were 109 dealer-stockholders present, also 30 dealer guests. Exhibits were shown by 78 manufacturers from all parts of the country. In addition to talks by officers, Guy Bennett, Bennett Hardware Co., Vancouver, Wash., and Arthur Quackenbush, Eugene, Ore., spoke on current hardware problems.

The new officers are planning to augment the lines of stock carried and to develop a merchandising plan for dealers to use in building more store traffic and for the meeting of present-day retail competition.

#### S. CAL. ASSN. HOLDS SPRING AREA MEETINGS

In accordance with the established policy, a series of Spring Area Meetings is being held under the auspices of the Southern California Hardware Association. There are seven districts in the association, each with its own director. A meeting is held in a central point of all the districts, under the leadership of J. V. Guilfoyle, managing director.
President R. H. Westbrook of
Riverside will accompany Mr.
Guilfoyle and F. C. Gross, field service aide. Newly elected area directors will be introduced to their respective memberships. Mr. Guilfoyle will talk on new store arrangements, new display and promotion ideas, all of which will be illustrated by stereopticon slides. The N.R.H.A. merchandising service will also be discussed in detail and Mr. Gross will treat the subject of store planning.

Meetings have already been held at Fullerton, Long Beach, and Reseda. Other meetings will be held at Ventura, March 12, 7:00 p. m.; San Bernardino, March 16, 7:00 p. m.; Los Angeles, L. A. Times Bldg., March 18, 7:30 p. m., and at San Diego, March 20, 7:00 p. m. All but the Los Angeles meeting will be dinner meetings.

#### DU-ALL MFG. CO. MOVES TO NEW PLANT

The Du-All Mfg. Co., Geneva, Ohio, manufacturer of dust mops, and brushes for industrial and home use, has recently moved into a new plant in that city. The firm last year purchased five acres of land and remodeled a building having approximately three times the floor space of its old quarters. The new plant is ultra-modern, the architecture being modernistic, with a fifty-foot sign on top of the building.

The building is completely insulated and heated with oil burners generating hot air by forced draft. It is air-conditioned and will be air-cooled in the summer. Tennis courts and ball diamonds will be constructed this spring, and showers, for the employees, have already been installed in the factory building. There is a 500-foot railroad siding on the property and the plant is on the main line of the New York Central Railroad.

#### **GLOBE STOVE & RANGE ELECTS OFFICERS**

Mark A. Brown has been elected president of the Globe Stove & Range Division of the Globe American Corp., Kokomo, Ind. Mr. Brown is an executive vicepresident of the Harris Trust & Savings Bank of Chicago and previous to 1928 was general manager of the Globe Stove & Range Co.

Alden Chester was made vicepresident and general manager. He has served as vice-president in charge of sales for a number of years and is responsible for the development of many additions to the company's line. A. Jannuzzo has been named plant manager. He was formerly General Superintendent of the Bucks Stove & Range Co., St. Louis,

#### FEARN, SALES MGR. FOR AMER. THERMOS BOTTLE

Irving K. Fearn has been appointed general sales manager of The American Thermos Bottle Co., Norwich, Conn. James W.



IRVING K. FEARN

Neil, who has been handling Thermos merchandising for a number of years, remains as vicepresident.

Mr. Fearn was previously general sales manager and assistant to the president of the Ray-O-Vac Co., Madison, Wis., in which positions he made a record ar complishment.

#### FINANCE PLAN FOR MONARCH SILVER KING

Monarch Silver King, Inc. 1240 North Homan Ave., Chicago, has announced a plan whereby the dealer can sell Silver King bicycles on a deferred payment basis and, it is stated, receive approximately 90 per cent of his total retail sale immediately. A well-known finance company, we are informed, is supporting the plan. Full particulars are available either from the firm or from distributors of Silver King bicycle.

#### SHANN TO DIRECT SALES FOR UNDERHILL CLINCH

John Shann, well known and highly regarded throughout the hardware and house-furnishings trade in the New York metropolitan district has been ap-



JOHN SHANN

pointed sales director of Underhill, Clinch & Co., one of the oldest wholesale hardware firms in New York City, now located in the Port Authority Commerce Bldg., 76 Ninth Avenue.

Mr. Shann resigned from the Masback Hardware Co., New York City, with whom he had been associated for 18 years, after having started as an errand boy and advancing to the positions of manager and buyer. For 10 years, Mr. Shann was also vice-president and director of sales and purchases for Charles J. Smith & Co., Jersey City, N. J.

In announcing the appointment, Carlton B. Waller, president of the company, said that the services of Mr. Shann will greatly enhance the definite selling and merchandising program being prepared by the company for hardware merchants in the New York metropolitan area.

John J. Halpin, secretary of the company, will continue as director of purchases. In addition to the officers named, Henry Wick is vice-president and director of the firm, and is also vicepresident of Steel & Tubes, Inc., Cleveland, Ohio, a subsidiary of the Republic Steel Co.

## THE TRADE

In Decomes part of the common individuals trade throughout the country Whien published in Hardware Age

MARCH 12, 1936

#### REPORT THAT REPUBLIC STEEL IS ACQUIRING WICKWIRE SPENCER IS UNFOUNDED

We have learned on good authority that the rumor that the Republic Steel Corp. has acquired or intends to take over the Wickwire Spencer Steel Company is untrue. Published reports to the contrary, Republic did not purchase \$3,000,000 worth of the notes of Wickwire Spencer, nor did it make any attempt to absorb, or to get in any position that would permit the control or influence of Wickwire Spencer policies.

It is true that for some years the reciprocal relations between both companies have been advantageous to both and that Republic may wish to continue them.

The basis of the rumors which have appeared in public print was the misunderstood testimony of a member of the security company which did purchase the \$3,000,000 worth of notes.

#### ORGANIZE FIRM TO MANUFACTURE CUPRINOL

Cuprinol, Inc., 1190 Adams Street, Boston, Mass., has been organized to manufacture and introduce Cuprinol, a product that has been successfully used in Europe for some 20 years for the preservation of wood and fabrics. We are informed that the same interests are behind this company that originally organized and established Plastic Wood in the United States, and they are offering Cuprinol through regular hardware channels for general distribution.

Cuprinol is the invention of a Danish scientist. It has been produced for many years by A. S. Kymeia in Denmark and by Cuprinol Limited, a subsidiary of the Imperial Smelting Corp., in England. It is a liquid con-

taining organic-metallic salts which penetrates the fibre of wood and fabrics, giving a protective coating which is insoluble in water and non-volatile.

#### ORGANIZE FIRM TO WHOLESALE SPONGES

Harvey L. Johnson has organized a new company, Mair Spongkraft Products, 2918 West Grand River Avenue, Detroit, as wholesaler of sponges to be distributed through hardware and drug stores.

#### PITT BROTHERS NOW OWN STURDY PROD. MFG. CO.

The Sturdy Products Mfg. Co., 488 Selden Avenue, Detroit, is now owned jointly by Stanley A. Pitt and Carl J. Pitt. Elmer Henderson, formerly a partner in the company, has withdrawn. The company handles sundries for national distribution through hardware stores.

### OFFER \$400 IN CASH PRIZES FOR PHOTOS OF BEST WINDOWS OF GRISWOLD COOKING UTENSILS The Griswold Mfg. Co., Erie, | amount of award. As many dif-

The Griswold Mig. Co., Erie, Pa., manufacturer of cooking utensils and electric appliances, is offering \$400 in cash prizes for snapshot photographs of the best spring window displays featuring Griswold cooking utensils. The contest begins March 15th and closes May 15th at midnight.

The \$400 will be distributed as follows: first prize, \$100; second, \$50; third, \$15; and the next forty-seven, \$5 each. Every Griswold dealer who sends in a snapshot of his contest window and fulfills the rules of the contest, receives an attractive chromium-finished ash tray, which cannot be purchased and will be the exclusive gifts of those entering the contest.

When the entry coupon, requiring the name, store and address of entrant, has been received by The Griswold Co., as a further aid in winning, it will provide free display material consisting of four colored window posters and five window cards. No entry fee nor purchases are required. Each tying contestant will receive full

amount of award. As many different windows as wanted may be submitted. Each window must include the four contest posters and at least two of the five contest display cards.

Windows submitted must be displayed in store at least 10 days (dates of display must be given). Each entrant must be submitted in form of photograph and as photographs will be judged on basis of display and not on photography, an ordinary snapshot will suffice. Photographs should be accompanied by a brief statement of 25 to 100 words about the sales success secured through the window. Pictures submitted become the property of The Griswold Mfg. Co. Name of store and address must accompany photograph and name of window trimmer is desired. Displays must feature Griswold products exclusively and be installed at dealer's expense.

The sole judges of the contest will be Charles J. Heale, editor of HARDWARE AGE, and Rivers Peterson, editor of Hardware Retailer. Their decisions will be

#### A CORRECTION

In a paragraph on page 102 of the Feb. 27 issue of this paper, in the report on the recent Detroit convention of the Michigan Retail Hardware Association, our correspondent erroneously attributed the remarks made by another speaker in an open forum discussion to Ray T. O'Brien of the Dealers' Service Department, The George Worthington Co., wholesale hardware, Cleveland, Ohio,

Information we have since received indicates that Mr. O'Brien did not mention lawn mowers or chain store rope; did not contend that chain store merchandise is commonly of inferior quality, lighter weight, etc., and did not state that catalogue material frequently fails to come up to specifications. In fairness to all concerned we are glad to rectify the error.

#### WALTER HIGGINS JOINS NATION MFG. CO.

Walter J. Higgins became associated with the National Mfg. Co., builders hardware manufacturer, Sterling, Ill., in the sales



W. J. HIGGINS

division, effective March 1. Mr. Higgins, for the past 18 years, has covered the central western states for the sales department of the Corbin Cabinet Lock Co.

#### DeHAVEN RAZOR CO. APPOINTS SALES MGR.

Francis H. Elms has been appointed sales manager of the DeHaven Razor Co., Swanton, Ohio, manufacturer of safety razors. Mr. Elms has had experience in sales work, representing several New York concerns in Boston and Philadelphia. At one time he was vice-president of the Magazine Repeating Razor Co., manufacturer of the Schick Razor, leaving that position in 1929 to become general manager of the Enders Razer Co., New York City. Previous to his experience in the merchandising of razors, he was manager of the vacuum bottle department of Landers, Frary & Clark, New Britain, Conn.

#### FORM WHOLESALE HDWE. SPECIALTIES FIRM

Modernistic Service Co., 510 Hofman Bldg., Detroit, has been formed by Benton L. Huesman and Joseph E. Winston. The company will act as manufacturers' agents and wholesalers of hardware specialties.

#### CHICAGO ASSN. HEARS TALK ON TAXATION

The Chicago Retail Hardware Association at its Feb. 14 meeting, in the Merchandise Mart, Chicago, presided over by president Frank J. Horky, heard Joseph T. Meek, executive secretary, Mercantile Division of the Illinois Chamber of Commerce and of the Illinois Federation of Retail Associations, talk on "Present Day Taxation Affecting the Retailers." He stated that the retailer does not interest himself in political issues sufficiently to become acquainted with his Senators and Representatives, both State and National, and as a result he can not expect to receive from them any favorable legislation as long as he does not take an active part and do the things that his associations ask him to do.

Mr. Goodman of the Pittsburgh Plate Glass Co. addressed the meeting briefly and then showed a talking picture, "The Modernization of Main Street."

A committee investigating direct selling by wholesalers and manufacturers, on which there is a consolidated effort of all trade associations in Illinois, reported on its accomplishments thus far.

Guests at the meeting were: Charles Kaiser, secretary of the Meat Dealers Assn. of Chicago; James Poulaki, secretary of the Restauranteurs of Illinois; and Robert Drews, secretary of the Independent Retail Dry Goods Assn. of Chicago. Secretaries of the other retail associations in Chicago, who are members of the Council of Retail Trade Assns., of which J. C. Amis, secretary of the Chicago Retail Hardware Association is chairman, are making it a habit to attend each other's association meetings and in this way are lending support to the activities which retail trade association secretaries are endeavoring to sponsor.

#### MURRAY CO. TO HOLD ANNUAL SPRING OPENING

Murray Co., Honesdale, Pa., will hold its annual spring opening and party, April 1 to April 3. Music and entertainment will be provided and Saturday morning, April 4, will be Children's Day.

#### PAINT SALESMEN HONOR HORTON AT MEETING

The Feb. 15 meeting of the Paint Trade Salesmen's Club of New England at the Boston Chamber of Commerce was a testimonial to last year's president, Aubin J. Horton. President Arthur J. Gilmour presided. Several members of the club paid | E. Banks, of the Masback Hardtribute to Mr. Horton and presented him with gifts on behalf of the club.



SIGMUND KASTOR

Sigmund Kastor, formerly a partner of Adolph Kastor & Bros., New York City, celebrated his 70th birthday, Feb. 22, at a luncheon given to his near relatives. Mr. Kastor was prominently identified with the hardware and cutlery trade from 1890 to 1913. He recalls with pleasure his business trips to many important cities and wishes his friends to know that he is enjoying good health.

#### PHILA. ASSN. DELEGATES ATTEND PASHA MEET

The Retail Hardware Association of Philadelphia was well represented at the Baltimore convention of the Pennsylvania and Atlantic Seaboard Hardware Association, Feb. 24 to 28. President George R. Park, Jr., of the Philadelphia unit, led the delegation, together with Past President Harry D. Kaiser; Second Vice-President Herbert Weber, Third Vice - President William F. Killian, Secretary William F. Brown and Treasurer Charles D. Huff.

Others in the delegations were: Frank P. Fifer, former president of PASHA; Bart Sloane, Myles F. McDonald, Norman Schempp, Mr. and Mrs. William C. Beener, George Mc-Phillips, Lloyd H. Daub, V. E. Banks, Charles P. Gable, Mr. and Mrs. Leon Wachman, N. W. Supplee, A. Riemer, M. J. Goldberg, Joseph Brandschein, Mr. and Mrs. Howard E. Muth, Miss Ethel Bromley, of Pittsburgh; Mrs. Herbert Weber, Mrs. Harry D. Kaiser and Son, J. Finkelstein, W. S. Bauer, of H. B. Bauer & Co., William McDermott and William J. Devlin, of

ware Co.; John Benson, of George D. Wetherill Co.; David Bourquin, of the Penn Patching Plaster Co.

#### THOS. B. HOWELL DIES OF HEART ATTACK

Thomas B. Howell, 57, a member of the retail hardware firm of Howell Bros., Richmond, Va., past president of the National



THOS. B. HOWELL

Retail Hardware Association, and secretary of the Virginia Retail Hardware Association, died from heart disease in Richmond on March 5th. He was stricken as he drove his automobile.

Mr. Howell was the organizer, in 1915, of the Virginia Assn.; served as the latter organization's first president, and had since served as its secretary.

He began his hardware career thirty years ago, when he and his brother George borrowed \$10,000 to purchase C. W. Vaughan's hardware store in Richmond. From this modest beginning the business was developed until its inventory, at the time Mr. Howell was elected president of the N.R.H.A., had reached \$80,000, and the store had 32 employees.

For many years, Mr. Howell was a regular and active participant in national conventions, and at the San Francisco convention in 1923 he was elected to the National Board. In 1930, at St. Louis, he was chosen vice-president, and at the 32nd annual congress at Cleveland in 1931, he was elected president of the N.R.H.A.

He had twice headed the Richmond Community Fund; served two terms as president of the Retail Merchants Assn.; and was a past president of the Kiwanis Club and of the Boy Scout Council. In addition, he had served as a director of the Y. M. C. A.; the Richmond Trust Co.; the Title Insurance Co., and the Southern Bank & Trust Co.

His widow, two sons, and his the C. B. Porter Co., Burgess brother George survive.

#### NICHOLSON FILE CO. NAMES ASST. SALES MCR.

Nicholson File Co., Providence, R. I., has appointed H. F. Wright as assistant sales manager. Mr. Wright after completing his engineering education at Carnegie



H. F. WRIGHT

Institute of Technology and Columbia University became an original partner and later general manager of Wright Mfg. Co., and for many years was identified with the small tool industry.

#### PEOPLES HARDWARE **ENLARGES STORE**

In line with his program of enlarging and improving locations. Samuel Del Vecchio, general manager, Peoples Hardware Stores, has announced that store No. 10 will be moved from 813 H St., N. E., Washington, D. C., to 1723 Wilson Boulevard, Colonial Village, Clarendon, Va.

The new store will have 1500 sq. ft. of selling area more than the old and is part of a distinctive new style of retail store planning known as a "Park and Shop" center. This arrangement usually includes two large chain grocery stores, a drug store, bakery, laundry, beauty parlor, barber shop and hardware stores. The stores are built abutting each other and all fronting on a paved auto parking lot for 80 cars.

This move into Virginia on the part of the Peoples Hardware Stores, now operating 13 stores in Washington and nearby Maryland extends their operations into a third state.

#### LOUISVILLE ASSN. **ELECTS OFFICERS**

At the Feb. 17 meeting of the Louisville Retail Hardware Dealers' Association, the following were elected officers: Richard Smith, president; Roy Wessel, vice-president, and Joe Kirchdorfer, secretary-treasurer.

THE coat of many colors worn by cocky young Joseph af-

forded no protection whatever to his poor body when he was beaten up



and thrown into the pit by his roughneck brothers.

So with Wire Screen Cloth—

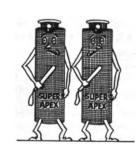
DRESSING up the four or five selvage wires in a Joseph's

Coat gives no added protection to the other hundreds of wires in the body of the cloth.



HANOVER SUPER APEX guarantees double protec-

tion, not only to the selvage wires, but to every inch of every wire in the body of the cloth.



OLD Roughneck Brother Weather does not stop at landing lightly on the edges or selvages but keeps boring in with punches to the body and

does not pull a punch. He has had it pretty soft in the past with many "push



overs," but the double resistance put up by HANOVER SUPER APEX now has him hanging on the ropes.

SUPER APEX is a cloth of unlimited application. The elegance of its finish fits it

for the ornate casements in the palace of the King, while its rugged construc-



tion makes it almost indispensable in the depths of the feverladen tropics where adequate

protection against insects means life and inadequate protection means death.



STEEL COPPER GOLDEN BRONZE SPECIAL ALLOYS ANTIQUE BRONZE ALUMINUM

# HANOVER WIRE CLOTH COMPANY

Hanover

**Pennsylvania** 

## WOODWELL CO. PROMOTES ROY A. ZIPF AND MARK A. KELLY TO MANAGERSHIPS

Joseph Woodwell Co., wholesale firm of Pittsburgh, Pa., has appointed Roy A. Zipf as manager of the hardware and industrial division and Mark A. Kelly as manager of sales, hardware and industrial division.



ROY A. ZIPF

Mr. Zipf has been in the employ of the company since 1905. Previously he was employed by the Love Thompson Co., then distributors of carriage and wagon hardware. With the Woodwell Co., Mr. Zipf started in the builders hardware department, advancing until he was made head of the department. During this time he was able to gain experience in the industrial and position.



MARK A. KELLY

wholesale business through contact with the various retailer stores whom the firm serves.

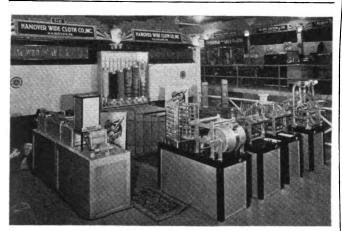
Mr. Kelly, previous to his association with the Joseph Woodwell Co. in 1917, because of his knowledge of mechanical engineering sold shop tools, machinery and equipment. His first position with the company was as a retail salesman and then as an outside salesman, contacting the industrial trade until 1922 when he left the firm's employ. Returning in 1925, he assisted in sales promotion work with both the hardware and industrial trade, and during that period was able to fit himself for his new

## CHAIN PRODUCTS CO. NOW IN ITS 50TH YEAR

The Chain Products Co., Cleveland, Ohio, manufacturer of welded and weldless chain and chain products, recently celebrated its golden anniversary with a birthday party in the banquet room of the administration building. All employees attended,

including three who have been with the company from forty-five to fifty years. Dancing, games, speeches, etc., were enjoyed.

The company was started in 1886 by its founder, H. H. Hodell. as the Cleveland Galvanizing Works Co. and in 1922 changed its name to The Chain Products Co. It is today headed by the son of the founder, F. G. Hodell.



This interesting, educational display, showing every process in the manufacture of Hanover wire cloth, was exhibited at the P.A.S.H.A. convention and exhibit at Baltimore, Feb. 24 to 28, by the Hanover Wire Cloth Co., Hanover, Pa. It attracted a steady flow of exhibition visitors to the booth.

#### ELECT OFFICERS OF ST. LOUIS HOUSEWARES CLUB

Otto E. Heilman, a manufacturers' representative, was elected president of the St. Louis Housewares Club, at the annual meeting held at the Hotel York, Feb. 28, succeeding Vincent A. Zupan, buyer of housewares for Famous & Barr Co. The club celebrated its first anniversary.

Samuel F. L. Snyder, manager of the merchandise division. Union Electric Light & Power Co. was elected first vice-president, and Otto Tiemann, Tiemann Stove & Hardware Co., second vice-president. Harry Becker, manufacturers' agent, was reelected secretary and treasurer, and P. J. Cooney, Shapleigh Hardware

Co., sergeant-at-arms.

The following were elected directors: W. C. McIlvaney, buyer of bath supplies, Famous & Barr Co.; John Steele, Glasco Electric Co.; Chester Lynn, Polar Enameling Co.; E. P. Magill, A. S. Boyle Co.; H. R. McCormick. Brown Supply Co., and Ed Donato, Procter & Gamble. Mr. Zupan, Clarence Amos, buyer of housewares for Scruggs, Vandervoort & Barney Dry Goods Co. and O. E. Werner, Aluminum Cooking Utensil Co., the retiring president and vice-presidents, respectively, were also made members of the board of directors by a change of the constitution and by-laws.

#### DICKINSON, SALES MGR. FOR AUTOMATIC WASHER

W. J. Dickinson, formerly of the American Ironing Machine Co., Chicago, has been appointed sales manager of the Automatic Washer Co., Newton, Iowa, manufacturer of household washing and ironing machines. He has been with the company since

#### STANDARD RAZOR SENDS LEWIS TO CHICAGO

Thomas Brown Lewis has taken over the Chicago territory for Standard Safety Razor Corp., East Norwalk, Conn., effective Feb. 15. Mr. Lewis is well known in the cutlery trade, having received his early training with Gray and Dudley, Nashville, Tenn. He resigned as cutlery buyer for Butler Brothers. Chicago, to join Standard.

#### "CELLAR REBORN" ON EXHIBIT IN NEW YORK

The American Radiator Co., 40 W. 40th St., New York City, in conjunction with The New York School of Fine and Applied Art (Parsons) is presenting "The Cellar Reborn" on the roof, La Maison Française, Rockefeller Center, New York City. It is an exhibit, in miniature, of 36 hobby, play, rumpus, study, utility and sports rooms, characteristically styled.

## SUPPLEE-BIDDLE ELECTS **BOARD AND OFFICERS**

At the annual meeting of the stockholders of Supplee - Biddle Hardware Co., at its offices, 511 Commerce St., Philadelphia, Pa., Feb. 24, the following were elected to the board of directors: W. Geo. Steltz; Martha McI. Biddle; Charles M. Biddle, Jr.; Alfred Klein; Marshall S. Morgan; J. Carl De La Cour, and Philip L. Corson.

The newly elected board of directors then elected the following as officers of the company: Wm. Geo. Steltz, president; Charles M. Biddle, Jr., vice-president; Alfred Klein, vice-president; Llewellyn A. Hoeflich, secretarytreasurer; Laurence S. Adams, controller; M. Z. Fagan, assistant secretary, and Harry C. Barnes, cashier.

#### RUSSELL ELECTRIC COMPANY EXPANDS

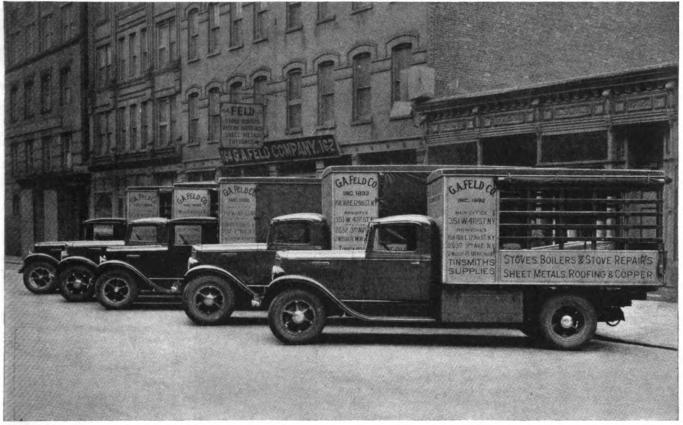
The Russell Electric Co., 340 W. Huron St., Chicago, manufacturer of controls, fans, and motors, is expanding its facilities by taking over additional space in the half million square foot, sixstory manufacturing block which is owned by the officers of the company. A new, modern office and laboratory facilities are being installed in 6700 sq. ft. of space and a 8700 ft. section is being added to provide facilities for the assembly small controls and stoker timers. By May 1, 10,000 sq. ft. of space will provide additional cabinet plant facilities for the manufacturing of air conditioning cabinets and nite fans.

## HARDWARE CONTRAC-TORS, INC., CHANGE NAME

On Jan. 17, the name Hardware Contractors, Inc., was changed to Builders Hardware & Supply Co., Inc. This organization is a wholesale firm of builders hardware specialists and is located at 515 S. W. Pine St., Portland, Ore. No change has been made in its ownership, management, or personnel.

It is stated that the Builders Hardware & Supply Co., Inc., has not now, nor has ever had, any connection with the original firm of the same name, nor the Builders Hardware Co., Inc., nor the Builders Hardware, Inc. As the corporate rights of the firms named were allowed to expire, the owners of the Hardware Contractors, Inc., deemed it advisable to change the name of the company as stated above.

# Your Search for the Right Truck Ends Here



G. A. Feld Co., New York City, is standardizing on International Trucks. Here is their fleet of five Internationals with special rack bodies.

N the International line there's a truck for vour job. Here, in one line of trucks, with 25 different models and a total of 70 wheelbase lengths, the needs of the manufacturer, wholesaler, and retailer are met completely.

Each year increasing numbers of truck operators realize that this complete line holds the best solution to their delivery International new-truck regisproblems. trations for the year 1935 over 1934 showed a gain nearly three times as large

as that of the truck industry as a whole.

Truck operators recognize the extra value that International Harvester is able to build into every truck that bears the name. More than thirty years of perfecting all-truck construction means a great deal to every user.

Call on the nearest Company-owned branch, or an International dealer, and inspect the trucks designed to do your work. A demonstration will point the way to new profits in your business.

INTERNATIONAL HARVESTER COMPANY

606 So. Michigan Ave.

Chicago, Illinois

# ERNATIONAL TRUCKS

(Incorporated)

# NASSAU ASSN. TO HAVE ASSOCIATE MEMBERSHIPS

The recently formed Nassau County (New York) Retail Hardware Dealers Assn. adopted its constitution and by-laws at a meeting held at the Hempstead, L. I., Elks Club on the evening of March 4. The meeting was conducted by E. A. Talfor, Lynbrook, temporary president. Macdonald Witten, associate editor, Hardware Age, and a resident of Nassau County, was guest speaker.

Under the by-laws adopted, provision was made to admit hardware wholesalers and manufacturers as associate members, and the organization voted to extend an invitation to all Nassau County hardware merchants, as well as to all interested wholesalers and manufacturers, to attend the next meeting of the association, which will be held at the Hempstead Elks Club at 8:15 p. m. on Wednesday, March 18.

Regular meetings of the organization will be held on the first and third Wednesdays of each month. Permanent officers have not as yet been elected. In the interim, Harry Pearlstein, the B. B. Hardware Store, 1024 Broadway, Woodmere, L. I., is serving as secretary pro tem.

# HORN CO. BUYS CONTROL OF JAMES & HAWKINS

On Feb. 19, control of James & Hawkins, Inc., operating a chain of thirteen hardware stores on Long Island, passed from the Bank of Manhattan to the A. C. Horn Co., paint manufacturers, Long Island City, N. Y. The James & Hawkins stores were incorporated many years ago. The original store, called "The Old Brush Hardware Store," was founded in Jamaica more than 100 years ago, and from this developed what later became the most important hardware chain on Long Island.

An official of the A. C. Horn Co. states that the investment by his company in the stock of James & Hawkins, Inc., represents a not unusual procedure in the financing of paint dealers, and that there is no intention upon the part of his company to enter the retail field. The acquisition of the stores as paint distributors and the safeguarding of the credit situation are the factors said to have motivated the A. C. Horn Co. in the investment,

The chain will be managed by William J. Timberman, Jr., the new president and former general manager, and it is contemplated that all of the former personnel will be retained. With the financial condition of the stores now assured it is expected

that James & Hawkins, Inc., will resume their formerly excellent position in the field. Large real estate holdings, and the general decline in building during the depression, contributed toward the financial difficulties in which this chain of stores found itself.

#### ADDITIONAL CHANGES ANNOUNCED FOR HIB-BARD, SPENCER, BARTLETT

In addition to the election of Frank B. Kaufman, general sales manager, to an added vice-presidency, and R. V. Trusdell as



E. W. WHITEHOUSE

secretary of Hibbard, Spencer, Bartlett & Co., Chicago, announced in HARDWARE AGE for Feb. 27th, the following changes have been made in that organization: W. J. Claussen, formerly vice-president and secretary, was elected vice-president and treasurer. The following officers were re-elected: Frank Hibbard. chairman; C. J. Whipple, president; Pritchard Stewart, H. B. Lyford, F. G. Russell, and Frank H. Warren, vice-presidents; H. L. Collard, asst. secretary; and T. F. Troxell, asst. treasurer. Other directors were reelected.

F. D. Hoag resigned as director and treasurer, due to ill health, after more than 54 years of service with the company. Everett W. Whitehouse, for many years buyer and manager of the firearms and ammunition division, was elected a director.

Mr. Whitehouse entered the employ of the company in 1910 as a sporting goods claim adjuster and, after a brief period, was made assistant to the manager of the sporting goods department. He had previously considered a newspaper career and for a time was a staff reporter on a Chicago paper, but he decided that he would prefer the sporting goods business.

He was trained as a specialty salesman, making annual tripe to the larger cities with six or seven trunks of sporting goods trunks of sporting goods

# HARDWARE BOOSTERS CONSIDER FORMATION OF A SALESMAN'S PROTECTIVE BUREAU

At the Feb. 29 meeting of The Hardware Boosters at the Hardware Club, 253 Broadway, New York City, A. M. Glueck, manufacturer's representative of 220 Fifth Ave., and a member of the Boosters, spoke about the wrongs manufacturer's agents have worked upon them by some manufacturers. His points were so well made that considerable discussion followed on the need for some protective agency which would aid members to secure desirable accounts and enable them to avoid accounts proven undesirable.

President E. M. Phelan, Sharon Hdwe. Mfg. Co., appointed a committee composed of Mr. Glueck, as chairman, and E. R. Sandiford of HARDWARE AGE, to study the feasibility of establish-

ing such a bureau and to outline the services it might render.

L. M. Edwards, Booster member and also president of the Hardware Square Club of New York, entertained the assemblage with a choice collection of welltold stories.

H. H. Groshong, a Booster for many years but now retired from active business, was elected an honorary life member and duly presented with an engrossed and framed certificate by Past President Seymour Sears, vice-president of the Tucker Co.

The entertainment committee reported that the annual banquet this year would consist of a beefsteak dinner and entertainment at the Hotel Edison, New York, April 16.

# STAUFF TO REPRESENT PEXTO ON WEST COAST

L. P. Stauff has been appointed Pacific Coast sales representative for The Peck, Stow & Wilcox Co., Southington, Conn. He



L. P. STAUFF

will make his headquarters in San Francisco, Cal., and will cover the entire West Coast area and the states of Montana and Idaho.

Mr. Stauff has been connected with The Peck, Stow & Wilcox Co. for the past thirteen years, working out of that firm's New York City office. Prior to that he was with Smith & Hemenway Co., Irvington, N. J.

samples. In January, 1920, he was appointed buyer of toys, bicycles and phonographs, but in June of the same year he was transferred to become buyer and manager of the firearms and ammunition division, which position he has since held.

These additional changes were omitted from our announcement Feb. 27th.

# STEVENS TO BUY FOR BELCHER AND LOOMIS

George E. Stevens is now associated with Belcher and Loomis Harware Co., 122-130 West Exchange and 28 Mason Sts., Providence, R. I., wholesale distributors of hardware and allied lines and factory supplies, as buyer of house furnishing and seasonal lines.

Mr. Stevens until recently was with Wm. Goldenblum & Co., New York City wholesaler, where he was buyer of house furnishings and electrical goods. At one time he was connected with the chain store home office of Montgomery-Ward, as merchandise manager of the house furnishings department.

#### WILLIAM HIRTH JOINS JOHNSON & HILL CO.

William Hirth became associated with the Johnson & Hill Co., Wisconsin Rapids, Wis., effective Feb. 15, as manager of the hardware department for the company's three stores in the vicinity. Mr. Hirth previously served for two and a half years as field service man for the Illinois Retail Hardware Association.

## MAHONING ASSN. HEARS TALK ON SALES TAXES

Mr. Mitchell of the Ohio State Sales Tax office discussed new Ohio sales tax laws before 30 members of The Mahoning Valley Hardware Group at its Feb. 12 meeting at the I.O.O.F. Temple, Youngstown, Ohio. A dinner given by the ladies connected with the I.O.O.F. Temple preceded the meeting. President Donald Evans presided.

# Distinctive-Demonstrable-Exclusive n EVERY Price Field! **Features**

In 1936, EASY dealers are offering the most complete line of washers and ironers the industry has ever seen. From \$49.50\* to \$159.50\* the 23 new EASY washer and ironer models offer ever-increasing desirability and

salability.

Be sure to see the new EASY washing actions—the new EASY wringers—and many other new features whose superiority you can show and prove, not just "talk about." You find the answer to every competitive sales problem you cover the whole field, with this one line now ready for your consideration.

And profits? Of course!

Dealer profit, second only to the satisfaction of the EASY owner, is the object of all the "Demonstrable Differences" that EASY builds into every model. The result is that EASY dealers in 1935 not only sold more units than in any previous year-but, in addition, hundreds of EASY dealers rolled up average unit sales records 35% to 60% higher than the average of the industry.

# **Investigate the EASY Proposition** Write for this Free Book

Maybe the EASY franchise is open in your territory. If so—it's a real profit opportunity for you. EASY dealers are making money. 1935 sales eclipsed all past records . . . and 1936 is way ahead of 1935! Find out about this line now and the EASY dealer proposition. Whoever gets the EASY franchise in your territory is going to make money on it—that's as sure as anything can be. Write or wire today for the complete proposition. Easy Washing Machine Cor-

MORE PROFITABLE

poration, Syracuse, New York.

\*(Slightly higher in western states)

# Model 61 Ironer

Beauty that makes its own sales talk. Folding table top. Double thermostatic heat control. Pilot light. Heat switch. Motor switch. Rust- and scratch-resisting shoe surface. Knee and fingertip con-trol. Over-feed roll. Visible ironing sur-face. Instant roll stop lever. Quick shoe release. Full floating shoe. Double extension shelves. 26-inch roll, 2500 square inches per minute. 150 pounds' adjustable pressure. Cuts ironing time to 1/2-1/3 the time consumed by hand methods.



Easy Model 1B

Striking new beauty-modern lines-no "gimerack" ornaments-smart as a Paris gown. Patented Spiralator washing action saves 1/3 washing time; saves ½ to 2/3 washing wear; saves 1/3 soap and hot water; eliminates tangling. Massive new wringer of exclusive EASY design with Six demonstrable extra value features. Safety switch protects motor and fuses. Cord holder protects electric cord when not in use. Quiet running, due to perfection of gear fitting. Lifetime performance. Easy servicing.

"The Money Line of '36"

# A5HE

**MARCH 12, 1936** 



SET-IN-RUBBER **SHAVING BRUSHES** 

The Greatest 50¢ Deal

Again Ever Ready - the world's larg-Again Ever-Ready—the world's large-est shaving brush manufacturer— presents a value and profit scoop! We've taken a 75c brush knot, made of extra-fine, imported white

made of extra-fine, imported white bristle, set it in a graceful all-cellulid handle and you retail it for a half-dollar—making 43% profit. Five have white bristle knots with badger-like blended casing. Two have knots of the same type of white bristle demanded by master barbers in their barber brushes. Total of 7 their barber brushes. Total of 7 brushes—1 FREE with 6—packed in a dust-proof, sanitary counter yend. a dust-proof, sanitary counter vending display which shows the brushes and rings up quick sales!

Retail Value . . . . . . 2.00 Your Cost . . . . . . 81.50 Your Profit .... 43% Profit

Order from Your Wholesaler Today!

SET-IN-RUBBER

Ever-Ready 50° BRUSHES

IN EACH D



# **DEAL NO. 1008**

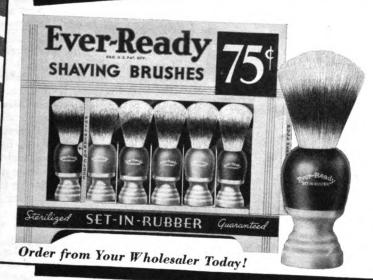
There's an Ever-Ready dollar brush to meet every demand.

If a customer likes the beautiful mottled color of hand-finished catalin in a stubby handle, he has 3 to choose from. These handles are the most attractive obtainable. And each of these three has an extra-large badger-like blended bristle knot.

If he prefers the slender, graceful, all-celluloid handle you show him 4 in this assortment. The knots have badger-like bristle centers surrounded by a casing in which there is a generous amount of soft pure

Total of 7 brushes (1 FREE with badger. 6) packed in counter-vending dis-

Retail Value								. \$7.00
Your Cost				•	•	•	•	93.00
Your Cost Your Profit	٠	•	•	•	•	•	43	% Profit



# DEAL NO. 75JN

There is so much more value in these 75c numbers that ordinary brushes can't compete with them. You buy 6 and get 1

FREE – netting a full 43% profit.

The knots of badger-like blended bristle are gracefully domed and set in a base of flint-hard rubber - bristles can't

The slender all-celluloid handles come in a variety of colors and color combinations-any one of which will please your most particular customer.

The counter-vending display in which they are packed, has a cellophane slide which protects the brushes, yet shows them off to their best advantage.

Retail Val-						-	-	 			
Retail Value Your Cost	•	•									\$5.25
								 			2 00
Your Profit	٠	•	•	•	•	•				8	2.25
								4	13	0/2	Profe





# DEAL NO. 35H

At last you can display a 35c brush! Ever-At last you can display a DDC Drush: Ever-Ready gives you 7 thirty-five cent brushes (1 FREE with 6) packed on a counter-vending display card as illustrated.

Each brush has a beautifully lacquered handle (various colors in each assortment) with a good-sized knot of white bristle surrounded by a badger-like blended casing. The knots (like those in all Ever-Ready Brushes) are set-in-rubber. The colors are attractive and the price is right to pick up

Retail Value . . . . . · <u>· 1.40</u> 81.05

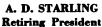
43% Profit

AMERICAN SAFETY RAZOR CORPORATION, BROOKLYN, N. Y.

# BRUSH FREE

# Virginia Dealers Anticipate Further Business Improvement







THOMAS B. HOWELL Secretary-Treasurer



JOHN W. YOWELL New President

OMPETITION, legislation and merchandising were the chief topics discussed at the seventeenth annual convention of the Virginia Retail Hardware Association, held at the John Marshall Hotel, Richmond, Va., on Feb. 25 and 26. At the opening session Tuesday morning, the convention was called to order by president A. D. Starling, Danville. Invocation was offered by Rev. E. C. Pedrick, and was followed by group singing. President Starling in his address, said in part:

"The hardware dealers of America enjoyed an average increase of 15 per cent in their business in 1935. Most of this increase is due to the increased purchasing power of our farmers, thus enabling the small town merchant to show marked increases in sales, and possibly an increase in net profit. For this I know we are all grateful. Such increases have not shown so marked an upturn in our large cities, but with prospects for building for the new year, I feel that all sections of our state will enjoy and share in this continued prosperity during 1936." Other portions of President Starling's report dealt with legislative and association matters.

Secretary-treasurer Thomas B. Howell, Richmond, next presented

his report, in which he reviewed the past year's activities and current financial standing of the association. One part of Secretary Howell's report focused attention on trade relations and urged that manufacturers and wholesalers "confine their sales to licensed and legitimate dealers, that they as far as possible favor us with the protection both in price and practice commensurate with the patronage we so willingly give them."

D. D. Eanes, managing secretary, Quality Service Stores, then spoke on "Causes of Today's Competition." Mr. Eanes told the dealers what was necessary to compete with conditions in his line and believed that it would be necessary for other lines to follow their policy. This policy was more of a group buying plan, which gave the smaller dealers prices whereby they could compete with chain and larger stores. He stated to do these things it was necessary for the dealer to do all his purchasing on a cash basis to be entitled to these prices.

Following a short singing period, the first speaker of the afternoon was J. W. Young, Richmond, executive secretary, Richmond Food Stores. Mr. Young explained just how it was done in his organization. They, too, doing their buying in a

group way, training their sales force how to suggest other items to customer, being courteous and alert in speaking to customers when they come in, even though they may be busy at the time, and while they wait to call attention to something special they are offering for that day. He stressed the importance of the salesforce being on the job, and to make this a reality, he suggested that salespeople be given a set wage on a quota and, beyond that amount, paid a bonus.

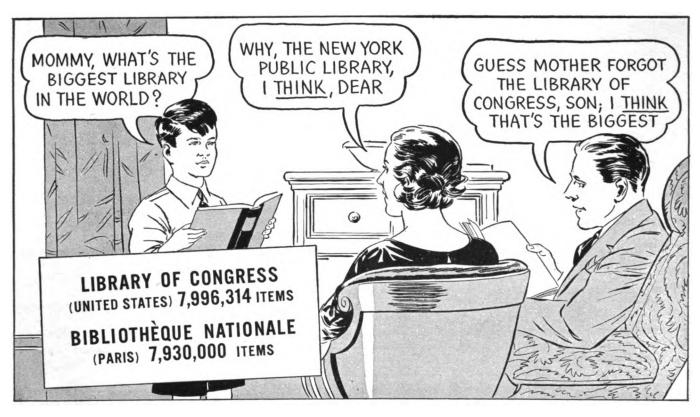
Following this address, Secretary Howell reviewed the "N.R.H.A. Statement of Merchandising Policy." This was illustrated with slides.

The next speaker was Rivers Peterson, editor, Hardware Retailer, who spoke on "A Study of Operating Costs." Charts were used to illustrate the points emphasized, and the thought that the hardware trade may be paying a real penalty for its failure to utilize advertising more effectively was stressed.

At the Wednesday morning session, the opening feature was an address by Horace P. Aikman, Cazenovia, N. Y., a member of the N.R.H.A. board of governors. In his address Mr. Aikman stressed the importance of closer affiliation between dealers; urged them to have more group meetings, and cited the importance of proper accounting systems. He also declared that hardware stores can render a real service in their communities by having intelligent salesmen with a thorough knowledge of the line, and he urged that new salesmen be trained to serve their employers properly, that they in turn may serve customers efficiently.

An address followed by C. J. Whipple, president of Hibbard, Spencer, Bartlett & Co., wholesale hardware, Chicago. With "Planned Merchandising" as his topic, Mr. Whipple said that the hardware merchant should put himself in a position to compete on both cheaper and quality merchandise, then competition would not be serious. He brought out the necessity of mod-

(Continued on page 98)



But there's no doubt about the

# Biggest Magazine

...the next biggest is only half as big!

EVERY week The American Weekly goes into more than 5,500,000 homes . . . double as many as any other magazine! That's the stupendous circulation support manufacturers who use The American Weekly give you. That it does a bang-up selling job is proved

by the fact that it reaches from 1 out of 5 to 1 out of every 2 families that buy the every-day necessities and luxuries of life in the rich trading areas where 70% of all families live and where 80% of all retail sales are made!

It is this biggest buying

demand for products advertised in The American Weekly that accelerates turnovers. Retailers can stock these advertised products knowing that this powerful circulation will produce the greatest sales volume.

# What The American Weekly is

The American Weekly, the largest magazine in the world, is distributed through the 17 great Hearst Sunday Newspapers.

In each of 158 cities, it reaches one out of every two families

In 146 more cities, 40 to 50% of the families In an additional 139 cities, 30 to 40%

In another 171 cities, 20 to 30%

. . . and it reaches an additional 1,982,000 families in thousands of other large and small communities.



MORE THAN 5,500,000 CIRCULATION

NEAREST COMPETITOR CIRCULATION



"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

# A 25% Sales Increase Keynote of Marshall-WellsDealerCongress at Spokane

HE third annual congress for associated dealers was held by the Spokane, Wash., branch of the Marshall-Wells Co., Feb. 17 to 19, 1936, at the company's offices in that city. All sessions were in charge of the versatile A. L. Martinson, associate director of the firm's Portland, Ore., house. Manager J. T. Elson welcomed the 150 dealers, manufacturers and guests and presented Seth Marshall, president of the company, who delivered the keynote address, "Planning for a 25 Per Cent Sales Increase in 1936." Mr. Marshall traced the development of the cooperative associated dealer program, explained the importance of close harmony between dealers and the house and stressed the need of following in all details the full program. Chairman Martinson briefly outlined the program and O. E. Stevens, manager of the Spokane associate department, explained the advertising and selling plans of 1936, stressing the importance of backing up the advertising and displays with proper assortments of merchandise and proper store service.

George Ayre, manager, King Oil Co., Philadelphia, discussed sales and profit opportunities in both packaged and bulk oils and demonstrated the proper ways to display oil and to handle oil prospects. W. H. Salver, of the associate department, talked on modern store arrangement, stressing the grouping of related items together to facilitate second and third sales. Walter Clark, manager of paint sales, Western Paint & Varnish Co., Duluth, Minn., outlined the 1936 paint selling and advertising campaign, explaining stock control based on turnover, and discussed competitive factors faced by the paint depart-

L. P. Stauff, Peck, Stow & Wilcox Co., Southington, Conn., gave a talk on selling competitively priced tools which he said were sorely needed in today's retailing picture. He compared values and prices and traced the history of tool sales competition faced by the hardware trade, which he said were fully answered by the Worth tool line.

Charles J. Heale, editor, HARD-WARE AGE, New York City, discussed the importance of concentrated buying that dealers would be free to give more attention to selling, which he said was their major job. He cited figures showing that average hardware sales per store need substantial increases to enable the hardware trade to keep in the competitive picture.

Mr. Martinson outlined the firm's line of stoves and ranges and plans for merchandising this department. M. R. Twiss, vice-president, Zenith Machine Co., Duluth, Minn., gave a washing machine demonstration and explained new selling features in his line.

Mr. Marshall followed with a talk on selling major items and demonstrated proper methods of building up prospects into customers. P. W. Bialkowsky, Crosley Radio Corp., presented that company's line of radio and refrigeration and developed sales talks for dealers to use in their stores. G. L. Eden outlined the 1936 set-up on tires and auto accessories.

Mr. Clark gave a short talk on retail paint selling.

Ralph Carney, Coleman Lamp & Stove Co., Wichita, Kan., gave a selling talk and demonstration, using a quality automatic electric iron as his main example, showing how these save money for the customer by saving current and wear and tear on clothes.

Meals were served at the Hotels Spokane, Dessert and Davenport and the annual banquet at the last named hotel was addressed by Messrs. Marshall, Martinson and Elson. The smoker and stag party was held Tuesday night at the Dessert Hotel.

On Tuesday and Wednesday group meetings were held under the direction of A. Lambert, H. H. White, R. L. Northrup, H. E. Hall, G. L. Eden, J. Orr of Marshall-Wells Co. and Frank Dietz, Columbia Steel Co.

# Garden Seed Sales

"The field for garden seed sales is a rich one, a field in which the hardware dealer has an opportunity to realize greatly increased profits."

This is the assertion of Harry H. Hobbs, vice-president of the Ferry-Morse Seed Company, of Detroit. Mr. Hobbs points out that the hardware dealer has in his garden seed display, or can readily order for the customer, packets of any flower or vegetable seeds a gardener may desire.

"The number of home gardeners," says Mr. Hobbs, "runs into many millions, and the total is steadily increasing, with women's clubs becoming more and more numerous. A word over the telephone to persons who may not be aware that their hardware store can be their headquarters for all flower and vegetable seeds will help sales.

"To the person who customarily buys only vegetable seeds from the display trays, a mention of the many varieties of flower seeds available may prove helpful. The dealer should point out that he not only has all the more popular varieties in stock, but that he also can order from the seed house any rare or unusual varieties. This saves the customer the bother of ordering by mail and assures him delivery as quickly as though he ordered for himself. Seed displays are provided with comprehensive catalogs from which orders may be made.

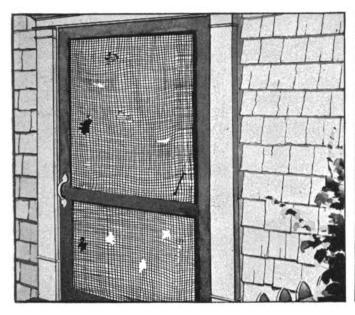
"Profit per packet, for the dealer, increases in proportion to the total volume of packets sold, so the value of increased sales is apparent.

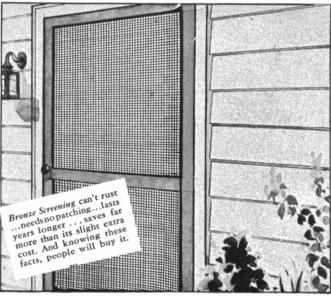
"As an aid to the hardware dealer, seed companies have dressed up and modernized their displays. They are not only neater and more practical, but their eye appeal is greater. Dealers can capitalize on these improvements. Customers who do not buy from local dealers' displays order from catalogs, send their money out of the city, and local business is the loser."

# Why you can sell more

# BRONZE SCREENING

every year! These pictures tell the story





Every year more people become conscious of the better value and long-run economy of durable, rustless bronze screens. And again this spring . . . strong, consistent advertising of Anaconda Bronze Wire for screens, appearing in national magazines, will reach your customers during the screen-buying season.

This means a wider market for you. Get ready for it . . . and for increased profits from the sale of bronze screens. Be sure to carry an adequate stock of bronze screen cloth. To give your customers full value, be sure also that the cloth you stock is made of the standard gauge wire set by the U.S. Government,

the A.S.T.M. and the Wire Screen Cloth Manufacturers' Institute. It measures .0113" in diameter, and makes up into 16-mesh cloth which weighs not less than 15 lbs. per 100 sq. ft.

Why not order screening of Anaconda Bronze Wire from your wholesaler now? The American Brass Company does not make screen cloth, but furnishes bronze wire to leading screen cloth manufacturers.

# THE AMERICAN BRASS COMPANY

General Offices: Waterbury, Connecticut Offices and Agencies in Principal Cities

Screens of naconda Bronze



MARCH 12, 1936





Frank Buck's new picture, "Fang and Claw," is stimulating increased interest in shooting. More than ever, men and boys will want one of the rifles endorsed by this internationally famous wild animal collector and sportsman. If the movie has not yet been shown in your community, write us for the date when it will appear. Frank Buck display material will be furnished you free. This offers an unusually elfective promotion idea to popularize your store.

ncreased Udvertisin

In addition to outdoor magazines, farm papers will show the interesting Buckhorn features to a larger number of shooters than ever before.

Attractive new window card in color showing Frank Buck and a Buckhorn Rifle will attract patronage to your store. It will remind prospective customers, in terested by our advertising, to buy their Buckhorn Rifles of you. Be sure to have one on display.

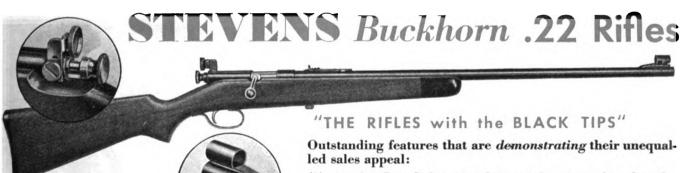
# A BIGGER AND BETTER PROGRAM 1936 CUSTOMER PULLING POWER FOR YOU IN

In 1935 many dealers found Stevens Buckhorn .22 Rifles the "best sellers" of the year. Here are the reasons: (1) Attractive new features; (2) Famous Stevens Accuracy; (3) Extensive advertising; (4) Handsome, well-made, serviceable, man's-size rifles at prices that are obviously outstanding values.

In 1936 all these sales-making features will be more effective than ever. People have more money to spend. Thousands of Buckhorn Rifles in the hands

of owners are spreading desire among others to enjoy the Buckhorn Features. National advertising will reach *more* prospects. And *new* items, described on the following pages, will further stimulate and add business for you.

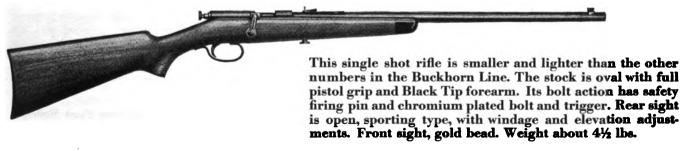
By all odds, 1936 will be a Stevens Buckhorn year. It will pay you to put *your* merchandising effort back of this business-building line.



- (1) 9-in-One Peep Sights. 18 sighting combinations adapt the rifles to all kinds of game and target shooting and to the condition of
- each shooter's eyesight.

  (2) Handsome Black Tips. A "custom-built" feature that immediately distinguishes these rifles from all other .22's.
- (3) Broad Forend. Provides firm grip for steady holding.
- (4) Handsome Rubber Butt-Plate.
- (5) Large bolt, with extractor and ejector built in. Positive functioning.
- (6) Full-size, well-shaped walnut finish stock.
- (7) Accurate Barrel. This is the fundamental Stevens quality that means genuine satisfaction to every customer who buys a Stevens Buckhorn Rifle.

# New Boy's Size, No. 52 STEVENS Buckhorn .22



# SIIIVIEWS Digitized by GOOGLE

# New STEVENS Items

# TELESCOPE SIGHTS

# AT PRICES THAT SELL THEM IN VOLUME!

Heretofore telescope sights with features like those listed below brought from \$25 to \$50 at retail. When shooters see what you can now give them for as little as \$4.75, you'll sell 'scopes, and Stevens and Savage .22 Rifles mounted with 'scopes! Much of this is extra business.



A fine combined hunting and target 'scope with exclusive internal micrometer half minute click adjustments for windage and elevation. Solid, all-steel mounts, strong, rigid, but light in weight. Quickly detachable. No cumbersome sight bases on barrel. Fine, cross-hair reticule. Exclusive micrometer focus at eye-piece. Best quality optical glass lenses perfectly corrected, with high illumination. A sensational value to retail at \$8.00.



External adjustments for windage and elevation. Universal focus. Strong, serviceable, light in weight. Particularly adapted to low-priced .22 rifles for general use. Brings the 'scope sight within reach of all. To retail at \$4.75.

Stevens .22 Rifles, Numbers 53, 56, 66 and Savage .22 Rifles, Models 3, 4 and 5 can be tapped at factory at very small extra charge for fitting above 'scopes.





No. 530 To Retail at

**\*29**75

tractive price.

To retail at

Ask your jobber to show you these outstanding values in sporting arms

Stevens No. 515 Double Barrel Shotgun Field Model 12, 16, 20 Gauge and .410 Bore. New distinctive black tip forearm. New mechanism. Walnut stock. Never before a gun with the qual-No. 515 To Retail at ity features of this Stevens model at so low a price. 82500

No. 530—Same as above with addition of Jostam Anti-Flinch Recoil Pad, Lyman Ivory Sights and checkering on stock and for

# New SAVAGE Models

# MODEL 5 TUBULAR MAGAZINE .22 REPEATER

A new leader in the field of fine .22 tubular repeaters, rounding out the Savage Line of .22 Rifles.

Model 5 has new speed lock action; handsome, oil-finish checkered walnut stock; hard rubber butt-plate; and independent safety. Magazine capacity—15 Long Rifle, 17 Long, or 21 Short .22 Regular or High Speed Cartridges. Open sights.

Model 5S. Same as above except equipped with famous Savage "All-Purpose" Peep Sights (18 combinations).

# MODEL 740 AUTOMATIC SHOTGUN SKEET MODEL With Cutts Compensator, 12 Gauge, 3-Shot

The gun many skeet shooters have long desired. Handsome oil-finish, fancy crotch walnut stock with a generous beavertail forearm, and full cap pistol grip.

Special barrel with Cutts Compensator correctly attached at the factory. Furnished with spreader tube for skeet patterns, and full choke tube No. 705 for general field use. This combination offers shot pattern control at all usual ranges in one gun.

The gun and compensator are priced at a considerable saving over the special individual fitting of compensator to barrel, heretofore necessary.

**Model 720**°C 12 Gange, 5-shot, with plng to reduce to 3-shot. Standard stock and forearm. Fitted with Cutts Compensator. Two choke control tubes.

**Model 726**C 12 Gauge, 3-shot. Standard stock and forearm. Fitted with Cutts Compensator. Two choke control tubes.

SAVAGE ARMS CORPORATION • UTICA, N.Y.

# 1936 FOX Sterlingworth BOUBLE BARREL SHOTGUNS

# WITH MICRO-GAUGED BARRELS

The demand for high grade double guns is increasing. In Fox Sterlingworth Guns, you can offer the refinements and lifetime performance that enthusiastic shooters want—at prices they find extremely satisfying. Liberally advertised, growing fast in demand, and better today than ever before, because of Savage precision manufacture, Fox Sterlingworth Guns will prove a decided asset to you in 1936.

Send for catalog showing the Sterlingworth Line and new Fox skeet and field guns in grades and styles for all kinds of shooting in all price ranges.

Fox Sterlingworth Field Model 12, 16, 20 Gauge. Fox Sterlingworth Skeet and Upland Game Model 12, 16, 20 Gauge

FOX GUN DIVISION • SAVAGE ARMS CORPORATION CUTICA, N.Y.

# Montana Hardware "Round-Up" Makes Progress in Utility Situation







CHAS. W. NELSON New President



CHAS. S. EDER
Retiring President

THE Montana Implement and Hardware Association held its twenty-eighth annual convention at the New Finlen Hotel, Butte, Mont., Feb. 13 to 15, 1936. The outstanding accomplishment, and a most worthy one, was a better cooperative status with the Montana Power Co., whose merchandising practices have been a source of trouble and lost sales to the hardware trade of the State. Through its vice-president, C. Ryan, this utility company announced a moderated set of selling terms, trade-in allowances and a plan for interest charges in installment selling, all of which could be met by hardware men. Also, there is the distinct hope that further cooperation may be arranged which will include flat rate installation and repair charges available to the dealers through the light and power firm, although no definite promise could be given on that

Charles W. Nelson, Froid, was elected president, succeeding Charles S. Eder, Hardin, who presided during the convention. Secretary R. M. O'Hearn, Bozeman, and Treasurer H. G. O'Rourke, Helena, were reelected. Wallace Ulmer, Miles City, is the new vice-president. Much credit for the success of the convention must be given to the committee headed by Ray Gill, sales manager, Montana Hardware Co., and Past

President Walter J. Sewell, both of Butte, who did yeoman service in making everybody happy.

Mr. Gill presided at opening session, which included an address of welcome by Mayor Charles Hauswirth and by Willard S. Thompson, secretary, Butte Chamber of Commerce. President Eder responded and made his annual presidential address, which keynoted the convention and dealt with the progress of competition faced by the trade, saying in part:

## Causes and Cures

"You have come to this convention with the full expectation of hearing the causes and cures of today's unfair competition discussed from every angle. This is the most important subject to the independent merchant at this time. You are vitally interested in this subject. You want to know the cause of it all and you want to know the cure for it, if there be any. Your future success depends upon it. You have accumulated a stock of merchandise and you have built up a business for yourself. This is your business. It is all your own. You have nursed it, cared for it, schemed and worried and kept it going through all the lean years and you have overcome all obstacles, and now the question is, are you going to be

able to continue to hold this business that you have worked for so long? This question is foremost in your mind today."

He continued by recalling that convention speakers at previous meetings had urged cleaner, more modern stores with open display tables and better lines as the means to combat competition, and said that:

"Our stores are modernized and we are better merchants. We have done all the things in general and it was a fine thing for us to do. We should have done it a long time before and right here I want to give the chain stores credit for doing one really good thing for the merchant. They surely made us clean up the old place and some of our stores surely needed it. Now that we have done all of these necessary things, we have as yet not realized the desired results, and that is the profits."

Secretary R. M. O'Hearn made his annual report, briefly telling of aid and advice from the national implement and hardware associations with which the Montana group is affiliated. He favored consideration of proposed anti-chain store legislation and expressed, as a personal opinion, the idea that hardware associations should support the Patman investigation of unfair price advantages, rebates, etc., enjoyed by the chain stores. This was followed by a talk on the use of Diesel engines on farms given by Harry L. Penn, Caterpillar Tractor Co., Great Falls,

Friday morning, D. R. Waterman, sales manager, American Steel & Wire Co., St. Paul, Minn., talked on the "Idealism of Sales," declaring that selling was a real profession, of which all might be proud. He said the proper selling ideals would lead us toward a permanent recovery basis. His inspirational remarks were well received and appreciated, as Mr. Waterman has long been an active participant in Montana conventions.

Charles J. Heale, editor, HARD-(Continued on page 100)

# 1936 1886 helping Dealers make More



For more than 50 years the hardware trade has made extra profits with Stewart Products. Today there are even more outstanding profit opportunities. With Stewart quality and fifty years' reputation for fair dealing, and with Stewart comprehensive selling helps, you can add to your profits without any invest-

# NO INVESTMENT REQUIRED

ment. Estates, industrial plants, cemeteries, clubs, schools, homes

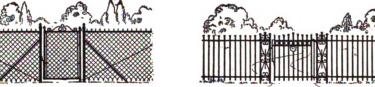
and institutions require the protection against invasion that Stewart Fencing alone can give. The market is limitless. Cash back your time in dividends on Fence Sales. Get all the facts. Write me today. Robert S. Stewart, Vice-President and Director of Sales.

# THERE IS A STEWART FENCE FOR EVERY FENCE NEED

**ENTRANCE GATES** 

WIRE FENCE AND GATES

GATES



Stewart Iron Entrance Gates are characterized by that stability expected of a product whose firm has manufactured them for a half century. Design No. 52 shown.

Stewart Chain Link Wire Fence designs range from low lawn heights to high protective Fences with barbed wire overhang for industrial and other properties. Design OTM shown.

Stewart manufactures the most complete line of Iron Fences—plain, simple designs in the lower price bracket or designs of notable elaborateness for properties of distinction. Design No. 111-8 shown.

# MORE STEWART PROFIT MAKERS

BALCONY RAILING



Porch, Balcony and Stair Railing in sizes and heights to meet every interior or exterior need.



Stewart Window Guards of Iron or Wire are available in a number of styles and specifications.

FOLDING CHAIRS



Stewart Metal Folding Chairs are supplied in eight colors and finishes. Durable, Comfortable, Safe, Quiet.

FOLDING GATES



Stewart Folding Gates are adapted to use in places where limited space is a factor.

WIRE PARTITIONS



storage rooms, locker rooms, etc. Standard specifica-tion 1½" mesh No. 10 gauge W & M wire. Framework 1" x ½" channel.

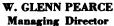
ARCHES FOR GATEWAYS PIPE RAILING

**CELLAR DOORS** RUBBISH BASKETS **FLAG POLES** LAWN FURNITURE SETTEES (Iron and Wire)



# Pasha Dealers Hear Patman Discuss Price Discrimination







H. W. SHEELER New President



WALTER T. MASSEY Retiring President

PASHA'S big convention got under way on Monday, Feb. 24, when the ballroom of the Lord Baltimore Hotel in Baltimore was filled to capacity to hear Hon. Wright Patman, Mayor Jackson and the Baltimore and Ohio Glee Club. The late Albert C. Ritchie, former Governor of Maryland, had been scheduled to speak at this opening session and a silent tribute was paid by those gathered there.

Mr. Patman, chairman of a special House committee investigating the lobbying activities of corporate chains and department stores, told his audience that secret rebates, special discounts and other pseudo-allowances have been granted to large concerns for various reasons, and if it were in his power he would make it unlawful for a manufacturer to be either in the wholesale or retail business. Such restriction, he said, would provide places for millions of men now unemployed.

On Tuesday morning at the Fifth Regiment Armory, President Massey characterized the exhibition as the largest hardware exhibition in the United States and expressed appreciation of the help of manufacturers and jobbers in making it a success. The organization began with 50 members 35 years ago and is increasing its membership today. Mr. Massey reviewed the work of

the year and appealed for more organization support.

D. W. Northup, president, Henry G. Thompson & Son, New Haven, Conn., and H. M. Swain, executive vice-president, Irwin Auger Bit Co., Wilmington, Ohio, spoke in the interest of the American Institute of Fair Trade pointing out the advantages of the Institute's label and declared its determination to keep independent dealers in competition. Mr. Northup said that his hearers may not know which manufacturers were selling at preferential prices but they could easily know those who were not-those who use the Institute's label, which is in reality a contract. The dealers were asked to switch to those manufacturers who were known by the label, and to write their suppliers urging them to join the Institute.

## Twenty-five Year Club

At the close of the Tuesday morning session, certificates were presented to the members of the Twenty-Five Year Club, a new organization for those members who have been in the Association for 25 years or more. This club met at the Lord Baltimore on Tuesday evening at dinner, marking its first meeting.

Rivers Peterson, editor, Hardware

Retailer, compared the operating costs of the wholesaler-retailer method of distribution with those of chain and department stores, using charts to illustrate, at the Wednesday morning session. Among the items outstandingly higher in the independent system's costs were payrolls. Mr. Peterson showed that more efficient selling, more flexible payroll costs, concentration of purchases, cutting out unnecessary operations, reduction of credit losses and better use of employees' time in such work as outside selling, would do much to equalize the costs of distribution in the wholesaler-retailer set-up and place it on a better plane to compete. He referred to the address given by B. Christianson at the Minnesota convention (printed in full in HARDWARE AGE for Feb. 27).

Harry W. Walker, secretary, Independent Retail Grocers' Association, Baltimore, Md., told the dealers of the successful way in which his organization had overcome the competition of chain grocers and said that the strength of a large organization gets the attention of suppliers and compels even politicians to listen when it speaks. He told how the uniform style of store and appointments helped to build trade and explained that a large number of independent dealers in the voluntary chain gave them a buying advantage which enabled them to insist on the same prices accorded the chain grocers. Mr. Walker's address was well received and was conceded to be of great encouragement to the hardware dealer to follow the grocers' example.

L. H. Buisch, National Cash Register Co., speaking on "Merchandising to Meet Competition," told his hearers they must create a desire for values, learn to greet customers, learn their wants, show merchandise. give selling points, make suggestions and speed the service. He pointed out the opportunity and need for selling larger quantities, better quality, things used together, new merchandise, featured merchandise and criticised indifferent sales.

(Continued on page 102)



# Dependable • Economical • Ultra Modern BEAUTIFULLY STYLED

The quarter century reputation for high standard workmanship of the Cleveland Welding Company, pioneers in fabricating welded, rolled and stamped metal products, is your assurance of Roadmaster Quality.

In addition to the sterling features of sturdiness and fine construction, the Roadmaster is definitely the last word in smartness and streamline design . . . . Ultramodern in every detail. The construction of the Roadmaster frame is considered one of the strongest processes of welding ever developed. The frame tubing is one-inch in diameter high carbon steel, having flush joints throughout.

The smart and alert consumer demands the highest quality . . . . the finest workmanship . . . . the latest design. All these features can be found in Roadmaster bicycles. Here at last are prices that are right for volume and profit, plus a service that is at all times prompt and efficient.

The Cleveland Welding Company invites every dealer and wholesaler to increase their bicycle sales in 1936 with the Roadmaster line. A large variety of smartly designed models makes the consumers selection easy. Write for fully illustrated information.

BE MASTER OF THE ROAD .... WITH A ROADMASTER

# The CLEVELAND WELDING Co.

W. 117th and BEREA ROAD

CLEVELAND, OHIO

# 125 Were Present For Billings Congress of Marshall-Wells Associated Dealers

HE Billings, Mont., branch of the Marshall-Wells Co., held its annual associated dealers' congress in that city, Feb. 10 to 12. 1936, with a total of 125 dealers, manufacturers and guests registered. Manager P. P. Sparling opened the Monday morning session, outlined the program and called on Warren Hartwell, in charge of associated activities at both Duluth and Billings. Mr. Hartwell explained 1936 advertising and selling plans, urged some form of retail clerk compensation based on sales and presented a new type of identifying road signs, store front signs and urged their use by all cooperating dealers. F. F. Duffy, Paraffine Companies, Inc., San Francisco, Calif., presented the 1936 line of felt base floor coverings to be distributed by the house and suggested display and selling ideas for the dealers.

Walter Clark, manager paint sales for Marshall-Wells Co., discussed the paint program, stressing the stock control, turnover features and the promotion to be given this line in 1936. Ralph Carney, Coleman Lamp & Stove Co., Wichita, Kan., followed with his dramatic presentation on selling, using a quality electric automatic iron as an example, for which he proved economies as well as efficiency as the basis for making sales. P. W. Bialkowsky, Crosley Radio Corp., explained the Crosley line of radio and refrigeration, pointing out improved features and other factors to help make sales.

Tuesday morning Seth Marshall, president, Marshall-Wells Co., sounded the keynote of the convention to "Increase sales at least 25 per cent during 1936." Mr. Marshall also reviewed the past year's progress under the associate plan. George Ayres, King Oil Co., gave a talk on selling both packaged and bulk lubricants and demonstrated the proper way to display oil and to handle sales. Mr. Sparling talked on tires and auto accessories, as did Walter Nugent of the Gillette Rubber Co. After lunch Mr. Marshall gave a demonstration in selling major items, followed by a washer demonstration by M. R. Twiss, Zenith Washer Co., Duluth, Minn.

Stoves and ranges were covered

by A. C. Corson and Mr. Duffy spoke again on floor coverings, this time on linoleum lines. This was followed by a house-furnishings demonstration handled by Mr. Hartwell.

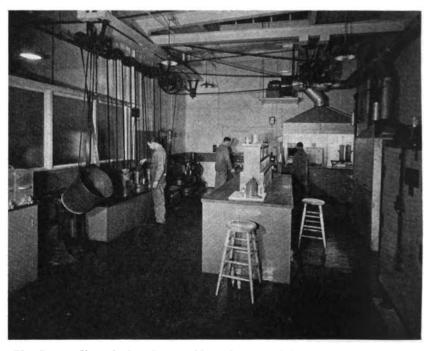
Wednesday morning L. P. Stauff, Peck, Stow & Wilcox Co., Southington, Conn., traced the trend of tool sales in the hardware field, analyzed its current competitive features and told how his company developed the Worth line to meet this situation.

Charles J. Heale, editor, HARD-WARE AGE, New York City, talked on the importance of concentrated buying as a means of reducing distribution costs, which he said, was the only permanent way to keep competitive. He urged that dealers become sellers and place the burden of the buying and warehousing on the shoulders of some wholesaler of their own selection. He stressed the need of an advertising program as part of the task of meeting competition and as a major means of attracting greater store traffic. He

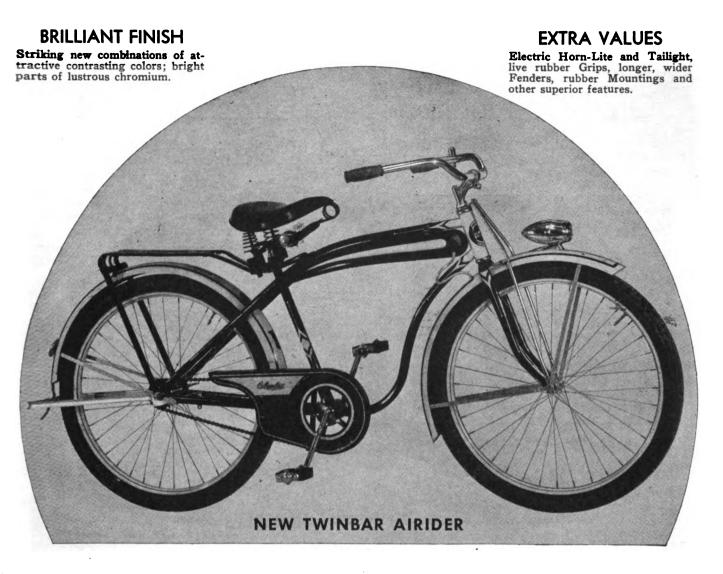
cited figures showing that hardware stores averaged relatively low individual sales volume, stating that this was further evidence of the need for becoming more sales-minded.

Elmer Tallmadge, Joliet, Mont., a retailer, cited his personal experiences in selling washing machines, saying that he never appreciated the opportunity this line presented until he learned of a canvass crew coming into his area and selling a large number. Mr. Corson followed with an outline of the cutlery, electrical and sports goods lines and their promotions during the current year.

Lunches and dinners were served at the Northern Hotel, where the closing banquet was held Wednesday night. Seth Marshall made the principal address on that occasion. using as a background or text, data from government census records which showed the hardware trade of Montana and Wyoming as getting far less than their share of the hardware business being done in these States.



The Boston Varnish Co., Boston, Mass., has installed a new laboratory with modern testing and experimental equipment. One department is devoted exclusively to testing and examining raw materials, another checks formulas through the plant. A sample is taken from every batch and analyzed to eliminate any error during the process. A sample of each batch is retained on file as a check against the completed batch after the material has left the plant. Another department is a research division where tests and experiments are constantly being made with raw materials and new formulas.



# WITH AN EYE TO PROFIT...

Send for facts regarding the 1936 Columbia Franchise. The Line is broader as to models — more brilliant in finish. New equipment features are added to traditional quality. The Franchise is more valuable than ever!



THE WESTFIELD MANUFACTURING CO., WESTFIELD, MASS.

# Ohio Convention Urged Improvement In Jobber-Dealer Relations



PAUL B. SWEGER Retiring President



JOHN B. CONKLIN Secretary-Treasurer



HAROLD F. STOTZER New President

ANY topics of vital importance to the hardware business were discussed at the forty-second annual convention of the Ohio Hardware Association, held at the Netherland Plaza Hotel, Cincinnati, Ohio, Feb. 18 to 21, inclusive. A resolution was adopted decrying the evils of certain forms of competition and urging improvement in relations between jobbers and dealers as an aid in meeting competition.

Harold F. Stotzer, Archbold, was elected president, succeeding Paul B. Sweger, Lima. J. W. Bonifield, Zanesville, was named vice-president, and John B. Conklin, Columbus, was reelected secretary treasurer. The following were elected directors: M. M. Kerr, Athens; Edward Bartholomai, Lodi, and Wyatt Millikin, Columbus. Other directors are: P. C. Hawk, East Palestine; J. C. Blaser, Cleveland; Edward Aufdemkampe, Cincinnati; J. R. Williams, Columbus; Don W. Mitchell, Ashtabula, and L. P. Vallery, Waverly.

The unwillingness of independent hardware dealers to change from old sales methods is a greater enemy of the independent merchant than the competition of syndicate stores, Paul B. Sweger, retiring president, declared at the opening session which followed the president's luncheon. Advertising campaigns and better

window displays will restore a great deal of the business that rightfully belongs to hardware dealers, he said. Newspaper advertising, window displays with goods plainly priced and week-end specials—not for profit, but for attracting the buying public into the store—are necessary to meet today's competition, in his opinion.

# **Attract Women Shoppers**

"Women read advertisements and like to shop in bright, well-lighted stores," Mr. Sweger said. "Since women buy 80 per cent of the merchandise today we must fix our stores to attract them." Urging closer cooperation between jobber and dealer, Mr. Sweger said the jobber holds a vital position in the distribution of goods to retailers. To reduce the cost of distribution, he said, dealers must place more and larger orders with the jobber.

Merchandising and ways and means of developing "store traffic" were discussed by Harold W. Hirth, manager, merchandising division, National Retail Hardware Association, Indianapolis, in a talk on "Building Hardware Window Displays." The speaker advised that windows be decorated in the settings in which articles on display are used. He said people do not buy

what they need, but what they want.
"Outside Selling by Hardware
Stores," was the topic of an address
by R. A. Chandler, Sylvania.

Certificates of award to members who have been in the association for 25 years or more were presented to more than a score of delegates by George M. Gray, Coshocton, who also read a detailed report on the condition of the Ohio Hardware Mutual Insurance Co. Mr. Gray is the only living member who attended the organization meeting of the association in 1894. This concluded the first day's program, which was divided into an afternoon and evening session.

In a talk on "A Study of Syndicate and Independent Operating Expenses," Herbert P. Sheets, managing director, N.R.H.A., Indianapolia, said hardware merchants are paying a real penalty for their failure to utilize advertising more effectively. "Higher selling costs in the form of wages," he declared, "may be a direct consequence. Slower turnover with resultant additional expense for insurance, taxes and interest may be another result."

Lack of concerted cooperation between jobber and dealer is due principally to lack of knowledge on the part of the independent as to just what each should do to carry out his part, Ray T. O'Brien, The George Worthington Co., wholesale hardware, Cleveland, told the convention. An educational program, which in all probability will be conducted by the jobbers in the near future. is expected to overcome this difficulty, he said. Present plans, he explained, call for scientific study to develop means to bridge the gap to bring about the necessary cooperation. "Through cooperation," he declared, "expensive and doubtful undertakings, though necessary ones, can be made inexpensive. Operations such as shopping competition, selecting and buying newspaper mat usage, banner and display sign printing can be made inexpensive items through cooperation. In conclusion Mr. O'Brien said that independent dealers of hardware are



# DEALERS OFF TO A BIG HEAD START FOR 1936!

campaign - and a complete line of 12 models

-Hotpoint dealers are selling to families of all

incomes. New deluxe models with distinctive

HOTPOINT ELECTRIC REFRIGERATOR dealers are away to a head start this year. January—with unusually cold weather—was a big month. Sales were 209 per cent of the same month last year. February sales moved along at increased pace. Now watch March and the rest of the year! With a most comprehensive advertising

styling and convenience features have quick sales appeal. Standard models at lower prices. Thriftype Refrigerators for homes of low income. Easy time payment extension plan gives you good display for small investment. Write for complete franchise details. Hotpoint Refrigerator Division, Appliance and Merchandise Department, Section AH3, Nela Park, Cleveland, Ohio.



**ELECTRIC REFRIGERATORS** 



# 100% Usable

"All O.K. if they're Cross Sterilized Tacks."

We mean just that! No culls, no lopsided duds, no flat nosed halfbreeds, but good, honest, American tacks, the kind you can pick up blindfolded and drive true all day long.

Speeds up the job. Makes upholsterers, carpet layers, bill posters, and other tack users feel better to know that Cross Tacks are double-sterilized. Makes the bosses feel better to know that they can figure on the count and weight of each box of Cross Sterilized Tacks.

Speeds up sales to carry a brand that repeats!

In fact, a good time is had by all—when you sell Cross. We enjoy it, too!

Ask your jobber-or us-for samples. All standard styles and sizes.

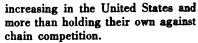
UPHOLSTERERS · CARPET · CARPET LAYING · COPPER WEBBING · GIMP · HIDE · LACE · WIRE CLOTH STAPLES BILL POSTERS · DOUBLE POINTED · CLOUT NAILS

Sold in these distinctive boxes RED—BLACK—WHITE

OK. if they're

YOUR JOBBER HAS CROSS, OR CAN GET THEM FOR YOU

W.W.CROSS & CO.INC. EAST JAFFREY, N.H.



F. C. Buddenbaum, treasurer and manager, Regal Stores, Inc., Indianapolis, outlined methods by which other trades have solved their competitive problems.

Dan W. Northrup, president, Henry G. Thompson & Sons Co., New Haven, Conn., discussed manufacturers' discounts, rebates and allowances at the closing session. Fayette R. Plumb, president, Fayette R. Plumb, Inc., Philadelphia, Pa., spoke on the "Manufacturers' Answer to the Trade Problems," and George V. Sheridan, executive director, Ohio Council of Retail Merchants, spoke on "Government and the Retail Hardware Business in Ohio." He discussed problems arising out of the sales tax.

The report of the Committee on Resolutions was presented by J. W. Bonifield and included a resolution thanking the Cincinnati Hardware Club of which Otto L. Burger is president for its hospitality to the convention. R. A. Chandler submitted the report of the Committee on Nominations.

The convention opened with the president's luncheon, which was followed with the annual banquet on the evening of Feb. 19. The ladies in attendance were taken on a tour of the new Terminal Station, attended a style show at the H. & S. Pogue Co. and a luncheon and musicale at the Sinton Hotel.

# Virginia Report

(Continued from page 82)

ernizing stores, having clean displays with price cards and plenty of light. The hardware dealer is not advertising as much as he should with leaders to bring the women's trade in, he said, in advocating that the dealer advertise consistently. Concentrate business 100 per cent, in buying, selling and merchandising was also recommended.

As the next speaker, Joseph H. Plumb, Fayette R. Plumb, Inc., Philadelphia, Pa., had "The Manufacturer's Answer" for his subject. Mr. Plumb's answer was in an explanation as to why some chains obtained merchandise and the type of merchandise sold. The point stressed was the chains sold only one-quarter of the purchases of cheaper merchandise and three-quarters of the higher quality merchandise.

In an impromptu talk which followed, Luther R. Stein, vice-presi-



dent, Belknap Hardware & Mfg. Co., Louisville, Ky., stressed the importance of having trained retail salesmen who can render better service to the customer and the store. He brought out how the better quality article could be sold over the cheaper one with a little salesmanship.

J. J. Wicker, Jr., counsel for the association, made an address on "Legislative Trends." In his talk he ran over a number of bills before the House and Senate, giving in his opinion those going through and those that were doubtful, particularly those bills affecting the retailer.

Officers elected were: John W. Yowell, president, Culpeper; W. L. Penick, vice-president, South Boston; Thos. B. Howell, sec'y-treasurer, Richmond; Robin A. Frayser, assistant sec'y, Richmond, and J. J. Wicker, Jr., chief counsel, Richmond.

Members of the executive committee are: E. L. Gee, Victoria; W. K. Smith, Clifton Forge; K. R. Saum, Edinburg; C. C. Boyce, Portsmouth; A. L. Lorraine, Richmond, and J. M. Reynolds, Norfolk.

Advisory board members are: A. D. Starling, Danville; B. F. Tillar, Emporia, and H. A. Pleasants, Richmond.

On Tuesday evening a banquet and entertainment was enjoyed and following the dinner a few brief talks were made by guests. Several radio stars participated in the entertainment program. The meeting place for next year was not definitely decided on.

# Tip-Top Washer Assortment

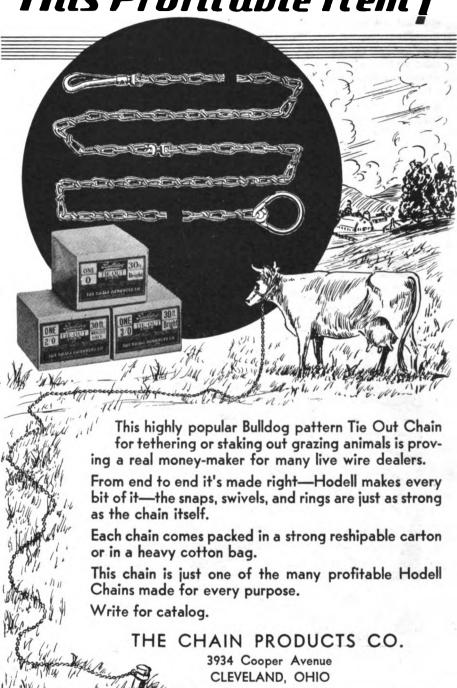
Complete dealer's assortment of Tip-Top 3-point compression faucet washers contains 2 dozen sets, ½ in. at 75c per dozen; 5 dozen sets each of ¼ and % in. washers at 75c per dozen. Dealer's cost is \$9.00; retail value (including 3 sets free) is \$14.70. Pierpont Mfg. Co., 1740 E. 12th St., Cleveland, Ohio.

#### Streamline Strainers



"Ace" line. Has double rust-proof ferrules; wide rim; five-point suspension; "never-tip" construction; and V wire frame. Handles are green enameled with one ivory band. By special order, furnished in green, ivory, red or yellow with bands as ordered. Hamblin & Russell Mfg. Co., Worcester, Mass.

# **Are You Cashing In On This Profitable Item?**



# Hodell TIE OUT CHAINS

ALSO A COMPLETE LINE OF CHAIN AND CHAIN SPECIALTIES FOR FARM, HOME AND INDUSTRIAL USE

# Montana Convention

(Continued from page 90)

WARE AGE, New York City, talked on curing today's competition by reducing distribution costs, urging concentrated buying, more attention to selling, placing the buying and warehousing burden on the wholesaler and working with wholesalers so that jointly an effective campaign could be waged against continued price discrimination which handicapped the hardware trade. Following this talk, Mr. Heale answered many questions from the floor until adjournment time. After lunch Mr. Rvan of the Montana Power Co. spoke as outlined earlier in this report.

Harry G. Davis, Farm Equipment

Institute, Chicago, talked on the improper placing of note maturity dates, saying that income periods and not the calendar should be the guide for arranging time payments owed by farmers. With this thought, W. A. Van Heuklon, Lindsay Bros. Co., Minneapolis, Minn., agreed, and to which he added a word of caution against too low down-payments and lack of sufficient credit data carefully compiled and studied by dealers in their relations with the farmers.

Fred Bennion, secretary, Montana Taxpayers' Association, said too many people took more from the government than they pay in, which was a direct cause or source for so many hidden or indirect taxes. Not paid in lump sums, nor identified as tax levies, such costs are found in all of today's purchases, he said. He urged hardware men to carefully watch tax developments both as business men and as citizens.

B. M. Hiatt, Irwin Auger Bit Co., Wilmington, Ohio, talked on price discrimination faced by the hardware trade and said The American Institute of Fair Competition had been formed as a means for providing audited sales policy data on manufacturers. Later the convention went on record as indorsing and approving the Institute.

L. M. Pierson, International Harvester Co., Billings, said Montana sales couldn't be all for cash, but that more careful credit arrangements were badly needed by dealers in the state. He, too, mentioned the improper maturity date schedules found on most farmer notes and urged those who sell to be credit and collection minded. L. Eliel, president, Associated Merchants of Montana, Dillon, Mont., spoke on the importance of organized trade groups both in industry and statewide general groups. He said this was particularly true when state legislation affecting retailing was being considered.

Jay Diamond, Federal agricultural statistician, Helena, summarized crop conditions in Montana, surveyed the outlook which he gave as encouraging and gave each member a copy of a report on the subject useful in planning hardware sales activities.

Senator Harry Gallwey was toastmaster at the annual banquet, which brought the convention to a close on Saturday night.

# Carlton Percolator



No. 372—Pot and inset are all Enduro 18-8 Stainless Steel, except for Bakelite handle and glass knob. Modern design and beautiful lustre. Capacity is 2 quarts, diameter, 6¼ in.; height, 7¾ in. The Carrollton Metal Products Co., Carrollton, Ohio.



More FLYded is sold than any other insect spray. There's a hard fact that means more than all the promises in the world. It means that FLYded

will bring you faster turnover and no carry-over. It means more sales

FlyDed

month. Join the FLYded profit parade! Order today from your regular jobber.

improved by a new odor-a

clean, fresh odor, not a cloy-

ing perfume. FLYded is being

advertised this season to mil-

lions of consumers every

Made by MIDWAY CHEMICAL COMPANY, Chicago—also makers of FLYded Insect Powder

THE WORLD'S LARGEST-SELLING INSECTICIDES



# 1936 SILVER KING DeLuxe with 8 Exclusive Selling Features

Now-additional sensational features of appearance and strength that can't be duplicated except in another Silver King!

A full size Horn-Light—a real blast-horn (button on bar) and a powerful built-in steering lock that locks headlight with side reflectors. wheel at any angle. O

3

Beautiful new truss rods of alu-minum alloy.

A new tear-drop tail-light flector.

5 Smart new handle bar extension, now aluminum alloy. Handle bars now of strong aluminum alloy.

New aluminum alloy luggage carrier. (Optional at extra cost.)

No wonder they sell faster! The handsomest, strongest bike on wheels is now even stronger, even more beautiful! Ride a winner! Write for catalog and full details.

DeLuxe Model MI, illustrated, retails at \$39.95 f.o.b. Chicago—also in brilliant new colors like no other bicycle, nick-proof, at slight extra cost. New low price models to retail at \$28.95 f.o.b. Chicago MONARK SILVER KING, INC., 1242 N. HOMAN AVE., CHICAGO, ILL.

OUR FINANCE PLAN PERMITS YOU TO SELL ON EASY PAYMENTS, SEND FOR DETAILS!



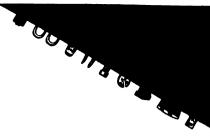


—for coming advertising in space carrying this border;

-announcing
merchandise
produced with
probably the
country's greatest
length of
experience;

—by a factory with only 1/10 of 1% credit losses for all last year, thus eliminating the customary high credit loss cost factor from our final prices to you;

—plus profitableto-you, practical
variety AND
a sales policy
that the trade
helped to plan;



—with most
of the salesresisting angles
eliminated;

—planned all the way thru to help you make profitable sales;

# Pasha Report

(Continued from page 92)

people, misrepresentation, mistakes, wrong store methods, poor quality. Seven of ten lost sales, said Mr. Buisch, were due to the human element, which could be controlled.

Robert J. Murray, Honesdale, Pa., in an especially good talk told how the independent retailer could successfully combat catalog and chain competition and indicated that some hardware merchants were doing a good job of merchandising hardware and related lines. He did not believe that the various legislation being talked of will cure the troubles, because "you cannot run a hardware store by law." He pointed out that hardware men must depend upon their own ability and energy, and with a notebook the hardware man can learn much from the corporate competitors. Mr. Murray touched upon the many disadvantages the catalog houses were under, and cited the fact that they had to come to the branch store plan. Most people, he said, prefer to deal with the independent if possible and price is not always the only consideration. Better prices from suppliers were, however, necessary, and they can be obtained by the merchant who will

go after them, the speaker averred.

Mr. Murray advised the purchase of catalog samples for comparison and pointed out that catalog prices call for catalog type of service. Catalog houses quote a low price for an article and when the necessary parts are added, installations, etc., made, their price is frequently as high or higher than the independent's for the same service. The speaker urged elimination of the open book account, saying that today's competition could not be met with 1880 terms of sale. All sales under \$10 are spot cash in the Murray store, eliminating 50 per cent of the bookkeeping. Knowing competition, buying from those who would put the dealer in competition, buying backwards, group buying where practical, encouragement of "young blood" in the business were points in Mr. Murray's talk.

The Friday morning session was in the form of a general discussion.

The entertainment under the chairmanship of Ernest Johannesen of Baltimore, was successful, and consisted of an oyster roast and stag smoker, serving more than 700 men, in the McCormick Building, and the annual Pasha Ball at the Lord Baltimore. The ladies' entertainment committee under the direction of Mrs. Julius Wagner, provided a theatre party, luncheon, bridge and bingo party on Wednesday and a sight-seeing trip around the city.

The resolutions committee urged study and adherence to the statement of merchandising principles; commended jobbers who assist in the solution of the competitive problem; urged retailers and wholesalers to endeavor to closely study expense items so they may be better able to compete with other systems of distribution; asked publication of a list of manufactured products which are given preferential discounts; opposed open price filing; insisted that manufacturers who distribute goods through retail hardware stores should not set up their own retail outlets; opposed further tax burdens; and expressed positive opposition to the Walsh Government Contract Bill, the O'Mahoney Licensing Bill and the Black Bill for a 30hour work week.

H. W. Sheeler, Red Lion, Pa., succeeds Walter T. Massey, Dover, Del., as president. Jas. T. McCullough, Kittanning, Pa., is first vice-president, and E. Hulings Antrim, Camden, N. J., second vice-president. The two new directors are: Charles J. Ritterhauf, Baltimore, and George H. Albright, Harrisburg, Pa.

# GET INTO THE HIGHLY PROFITABLE SANDER RENTAL BUSINESS ON THE RIGHT BASIS • •

# • • LOOK FIRST TO THE MACHINE!

renting floor sanders to the public—the great opportunity it affords of building up the sales of finishing materials has been proven by so many hundreds of dealers that no merchant willing to consider the facts can doubt the wisdom of following suit. BUT YOU MUST EMPLOY THE RIGHT MACHINE! More than 4000 dealers experienced in sander rentals who know that the machine itself is the prime essential to success say "The DREAD-NAUGHT TOPS THEM ALL"; and the soundness of their judgment is backed by the fact that they are averaging \$600 a year profit per machine.



4000 DEALERS ENDORSE DREADNAUGHT AS THE MOST PRACTICAL AND DEPENDABLE OF ALL RENTAL SANDERS



# SENSATIONAL NEW DEAL

# Hanson offers this fast-selling scale display Free To Hardware Stores

It doesn't cost you a cent! No strings. No heavy investment in stock. Just pay for the two fast-selling, popular-priced Hanson Scales on the display, and you get this enameled steel, all-metal automatic salesman ABSOLUTELY FREE. Small and compact—stands on the counter, floor, or in the window. Shows two different models of famous HANSON Bathroom Scales. The only scale certified accurate. See the profits you can make!



s counter displ



Takes small floo

# HANSON NO. 1000 DEAL (See Zone Map) for your prices)

	onally Ad etail Pri		
1—Hanson Petite No. 767 1—Hanson Apartment No. 701 1—Metal Department Display.	Zone A \$5.95 3.95	Zone B \$6.75 4.45	-ZONE A
Your cost	9.90	Zone B \$7.80 11.20 3.40	
			_

# SEND THIS COUPON—We'll do the rost

Give us your jobber's name — we'll have him ship you this Sensational Deal at once.

HANSON SCALE COMPANY, 510 N. Ada St., Chicago, III. Enter my order for your No. 1000 Deal described above with FREE all-metal Department Display as illustrated.
My wholesaler
My store name
Address

# EVANSVILLE GOOD SERVICE TOOLS

# **ALLOY-STEEL AXES**



# MADE IN ALL POPULAR PATTERNS AND SIZES

EVANSVILLE AXES ARE NOT SOLD TO MAIL ORDER HOUSES

ASK YOUR JOBBER

THE EVANSVILLE TOOL WORKS, Inc.

# My Day

(Continued from page 60)

ture almost everybody seems to be hungry. The irony of mass production and starvation. There are constant eating scenes, the search for and the enjoyment of food. Here Chaplin is playing on one of the first principles of life. Hardly anyone realizes how much time and thought we all give to eating. One of my friends, having traveled extensively in Europe, told me on his return that about all the people did when they traveled was to go from one meal to another. Cathedrals, art galleries and mountain scenery were all right, but the great question, he said, with all travelers was "when and what do we eat?" One evening I went with him to visit some friends who had just returned from Europe. He bet me that within fifteen minutes after the conversation had started about Europe they would be telling about some of the meals they had eaten in Paris. I made a small bet with him, and sure enough, the conversation shifted quickly from French politics to French food, and he won the bet.

Chaplin is smart enough to have an attractive young girl in the picture with him. He is also smart enough to cut out all love scenes. He and his little sweetheart do embrace after a long separation when one or the other has been in jail, but that is all. He shows his good taste and genius here in leaving out the usual Hollywood stuff. I wondered as the show progressed how it would end. Again Charlie scores as a great showman. In the last scene we see a road leading toward distant mountains reflected in the setting sun. On this road, as the picture fades, walking toward the mountains, are Charlie and his little sweetheart, hand in hand. They are happily on their way into the unknown.

Well, here I am at the end of my space and I have not said a word about some of the interesting people who have called on me recently. But we must save these callers for the next time.



# Remind Your Trade That Calking Is An Easy Job

Any handy man can apply Pecora Calking Compound around door and window frames. It is the sure way to make a residence or building weather-tight. Saves money for the owner on fuel bills by reducing heat losses. Avoids damage to interior by rain and snow seepage. You can safely recommend Pecora Calking Compound. Properly applied, it will not dry out, crack or chip. Specified by leading architects. Used by largest builders. Made by an old reliable firm.

# **Show This Gun**

To Your Customers



Calking made even easier by using this improved Cartridge Gun. No ratchets, no pawls. A great time and material saver. Specially designed for Pecora Calking Compound, packed in Non-Refillable Cartridges of approximately One-Quart capacity. Get all the details.

Write for Bulletin and Prices



Pecora Paint Company, Inc. Lawrence & Venance Sts., Phila., Pa-Established 1869 by Smith Bowen

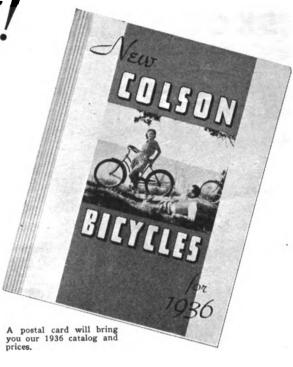
> Pecora Sash Putties and Pecora Perfect Patching Plaster

SEND FOR YOURS TODAY!

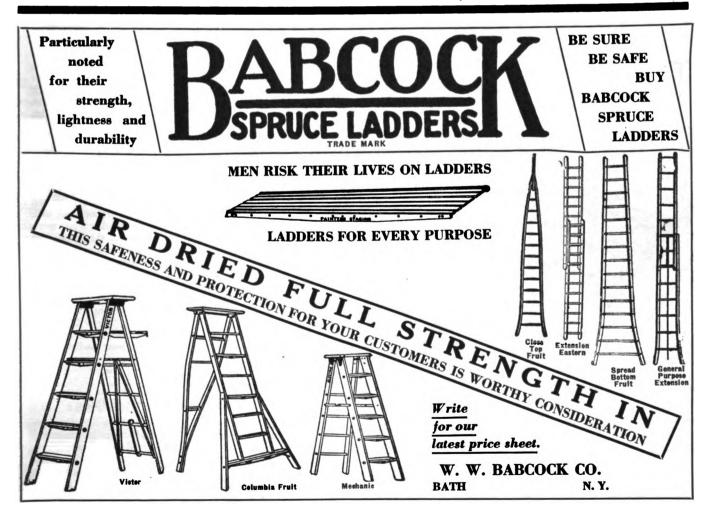
EARN from this new catalog how the 1936 Colson Bicycles will give your sales a new impetus. Modern design and styling have been combined with the utmost engineering excellence to produce a superlative line of bicycles priced at popular levels.

The Colson line, with varied attractiveness, is the choice of boys and girls as well as adult riders, who seek enduring satisfaction in bicycle ownership. "Colson built" means assurance of design and construction that produces lasting, trouble-free service.





THE COLSON CORPORATION, ELYRIA, OHIO



# SKOTCH FASTENERS

FOR MAKING ALL TYPES OF WOOD JOINTS



Retail 25c per box Small Size 42 per box Large Size 30 per box

Cadmium Plated-2 Sizes

Used by: Carpenters, Stores, Theatres, Industrials, Sign Makers, Hobby Shops and for all types of repairs.

Mfd. by

# Superior Fastener Corp.

6405 Northwest Highway Chicago, III.

Distributor E. of Miss. River Thomas Products Company 15465 Indiana Ave. Detroit, Mich.



FASTENERS FOR PERMANENT WOOD JOINTS IN MAKING AND REPAIRING STORM SASH COUNTERS CABINET WOOD GARAGE DOORS BOXES
SIGNS SAGGING DOORS
GLUEING OF BOARD WITHOUT CLAMPS THEY CLINCH

> Wood Frame Counter Demonstrator Card insert printed Red & Black

# YOU'LL HAVE Easy Selling WITH SO-LO'S



To Create MORE Demand-

Can-O Wood's 1936 advertising will appear in leading magazines—Collier's, Liberty, Popular Mechanics, Popular Science, Modern Mechanics, and others.

SO-LO WORKS

Cincinnati, Ohio

# REL DEALERS

1 lb. of CAN-O WOOD

Fill in and mail this coupon to

Bill and ship through my jobber. For this order I am to receive FREE and postpaid from So-Lo Works, one 1-lb. Can. Dealer's Name .....

..... State..... City...

# **New Cataloas**

## Pump Catalog

Attractively bound volume of 120 pages describing and illustrating a complete line of water systems, hand pumps, power pumps, and accessories. Contains tables of information such as friction loss tables, head and pressure equivalents and other data. Divided into four sections with an outfit and index and a figure number index. Goulds Pumps, Inc., Senaca Falls, N. Y.

# **Brush Catalog**

No. 54—187 pages, spiral bound. Illustrates and describes a complete line of brushes for every purpose, including artists' brushes. Contains a history of brush making from the origin of the brush to the present day methods of manufacture. Elder & Jenks, 411-419 Vine St., Philadelphia.

## Diamond Fibre Hollow Ware

Catalog presents a line of boxes, trucks, barrels, baskets and trays of Diamond Fibre, a hard, bone-like material which is strong and light in weight. Illustrations are in color and descriptions are given with complete specifications. Continental - Diamond Fibre Co., Newark, Delaware.

#### Ox Fibre Brushes

Catalog No. 36 of 76 pages illustrates and describes the complete line of Oxco brushes for various uses. It contains indices by usage, by names and a listing of brushes made by the New Jersey Brush Mfg. Co., Inc., with corresponding style in the Oxco line. Ox Fibre Brush Co., Inc., 522 Fifth Ave., New York City.

## Nesco Sales Manual

This manual for Nesco kerosene stoves and ranges is 12 x 18 inches and designed to stand upright, on top of a range, supported by an easel with pages spiral-bound at the top. It illustrates the features of the ranges and gives complete specifications and individual feature-descriptions of every Nesco range. In addition, the Nesco 1936 Plan includes a condensed 81/2 x 11 catalog, thumb-indexed for quick reference; jobbers' catalog pages; prospect literature; mats; the "Nesco Diamond" merchandising newspaper; experience of dealers; and a merchandising calendar. National Enameling and Stamping Co., Milwaukee, Wis.

#### **Standard Stove Catalog**

No. 36-32 pages describing the complete line of domestic and commercial ranges, and items such as hotplates, coffee urns, urn heaters, water heaters, griddles, serving tables, ovens, etc. The Standard Electric Stove Co., 1712 N. Twelfth St., Toledo, Ohio.



- They slide smoothly on STEEL RUNNERS.
- Angle steel center bars.
  Absolutely fly-proof.
- 3. KWIK-LOK holds the screens in tight.

These special features, coupled with reasonable prices, do a big selling job for National Window Screens. They remind customers of the extra fine quality and superior workmanship which go into the making of National Screen products.

ASK YOUR JOBBER—Your jobber can tell you about the complete line of *National* Screen Doors, Window Screens and Ventilators. They are made in a wide variety of styles and at prices to please your customers and keep them pleased. He can give quick deliveries.

# SEND FOR THIS CATALOG

NATIONAL SCREEN CO., Suffolk, Va. Please send us a copy of your 1936 catalog showing the complete line of National Screen Doors, Window Screens and Ventilators.

Name......

New York Office: 253 Broadway Southern Selling Agents SAND & HULFISH, Baltimere



NATIONAL SCREEN CO.
SUFFOLK INCORPORATED VIRGINIA



You will profit by stocking and featuring MURAL-TONE, the amazing casein wall paint. Master painters and property owners prefer it because one coat covers and hides. Advertisements in the leading magazines shown above are spreading the good news of the speed, beauty and economy of MURAL-TONE.

Architects, general contractors, owners of commercial buildings, buyers for industrial plants and painting contractors in every city in the country will want to get full information. We will refer them to dealers. Be ready! Send the coupon today. Learn the startling story of MURAL-TONE. Know why the perfect balance of lithopone and true paint pigments in a casein vehicle gives this money-saving paint in the orange can its advantages over ordinary wall paints.

Since 1894 The Muralo Company has been known for the quality of its products and the soundness of its policies. The campaign on MURAL-TONE has been carefully and thoughtfully planned to enable alert dealers to meet "cheap paint competition" with this economical wall paint. It will pay you to take advantage of this opportunity.

## Reasons why MURAL-TONE is selling—and repeating:

- 1. Dries in forty minutes.
- 2. One coat covers—and hides.
- 3. Adheres to unseasoned plaster and cement.
- 4. Will not lime-burn.
- 5. 90% light reflective.
- 6. 1 gallon yields 1% gallons of paint.
- 7. Cuts cost 25%.

THE MURALO COMPANY, INC. • Est. 1894
566 Richmond Terrace, Staten Island, N.Y.

BOSTON • CHICAGO • ATLANTA • SAN FRANCISCO

Gentlemen	Send me full information about MURAL-TONE and rican make money for me.
Name	
Address	
City	



W. H. BAHN New President



F. X. BECHERER Secretary



HERBERT E. BROWN
Treasurer



BEN H. GUDE

# Open Statement of Policy Indorsed at Missouri Convention

HE Causes and Cure of Today's Competition was the theme of the 38th annual convention of the Missouri Retail Hardware Association held at the New Hotel Jefferson in St. Louis, Feb. 18, 19 and 20. The official count of attendance was 1206.

An atmosphere of confident expectation pervaded the sessions. The association, by resolution, indorsed the national association's decision to support measures in Congress which appear to offer the greatest assurance of eliminating discrimination. But the cures prescribed for today's competition were not confined to legislation. Speakers in their treatment of moot topics declared that today's merchandising plans have been geared to sell goods today, fully appropriating the opportunities offered by programs of the F.H.A. and H.O.L.C.

President Bernard H. Gude, St. Louis, in his opening address called attention to the dealer cooperation being extended city's public utilities. The Laclede Gas Light and Power Company, he said, will pay any local salesman a bonus for the sale of a gas range. The Union Electric Light and Power Company will let any eligible local dealer who sells appliances, sell these to the customer who will charge them on the electric bill. In advertising, both utilities use the slogan, "Get It at Your Dealer's."

Two viewpoints on the topic of rebates and discounts as given by some manufacturers were heard.

Paul Crissey, sales manager, Edward Katzinger Co., Chicago, upheld the granting of special commissions to quantity buyers. In his address, "Can the Manufacturer Sell Both Syndicates and Independents?" he told the dealers present that they can compete with chains. H. M. Swain, executive vice-president, Irwin Auger Bit Co., Wilmington, Ohio, championed the opposite side of the question in his "Policy for Hardware Distribution-A Manufacturer's Answer." Mr. Swain advocated a practice in accord with the American Institute of Fair Competition, Inc., providing for statements of sales policies by manufacturers.

# Price Policies

The convention indorsed the plan of manufacturers openly declaring their policies of distribution, whether selling to jobbers and chains alike or to jobbers only, declaring also their policies as to rebates if any. In the same resolution it was recommended that the association have available the policies of manufacturers to provide at the request of dealer members. Jobbers were also encouraged to declare their sales policies.

William H. Bahn, Cape Girardeau, was elected president of the association to succeed Mr. Gude, who has served four terms in that office. J. D. Reynolds, Carthage, was elected vice-president, succeeding Mr. Bahn, with H. E. Brown, Trenton, reelected treasurer, and F. X.

Becherer, St. Louis, renamed secretary. New directors are Morris Vuylsteke, St. Louis; H. C. Mell, Farmington, and G. J. Giesler, St. Louis; with Milton N. Pauly, St. Louis; George E. Eberlin, Herman, and G. O. Busch, Union, continued in office.

Speakers included A. P. Greenfelder, president, Fruin-Colnan Contracting Co., St. Louis; George Schulte, St. Louis, general manager, Interstate Grocer, and organizer. Independence, Inc.; Paul Mulliken, merchandise manager, Simmons Hardware Co., St. Louis; Frank X. Meehan, president, Meehan Electrical Appliance Co., St. Louis; Peyton C. Clark, the new field secretary of the association; Howard A. Turner, commercial sales manager, Kelvinator Refrigerator Division of Witte Hardware Co., St. Louis; James L. McQuie, Kirkwood (Mo.) Federal Building and Loan Assn.; B. B. Turner, sales promotion manager, the Globe American Corp.; William Bryan, district sales manager, Eureka Vacuum Cleaner Co., St. Louis; Verne F. Hannon, assistant sales manager, Barlow & Seelig Mfg. Co., and Rivers Peterson, editor, Hardware Retailer.

In "How the Hardware Man Can Adapt Himself to the F.H.A. and H.O.L.C.," Mr. McQuie invoked the pioneer spirit when he called attention to the need for teaching the younger generation to establish themselves in homes of their own.

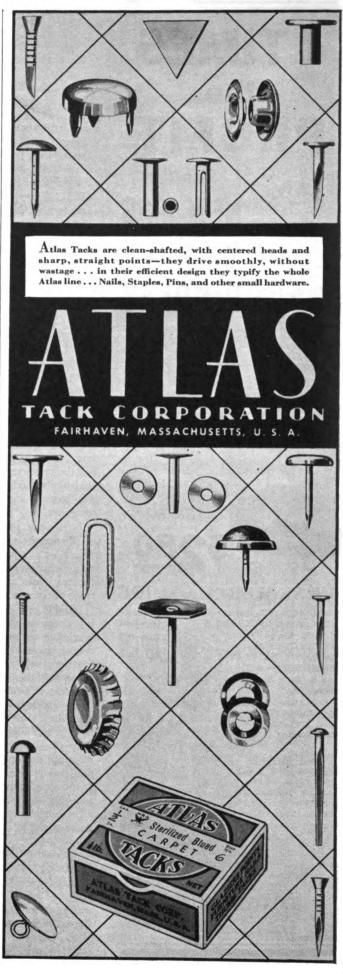
(Continued on page 110)





The Cold Pack Canner, Preserving Kettle and Covered Kettle Shown above should be on order now for preserving time delivery. Each of these items is a big value at your logical markup. Attractive labels make a colorful display. Each item is competitively priced for matched value in any line. Ask your jobber's sales man about these items now for mid-summer delivery.

THE ENTERPRISE ALUMINUM CO.



# 4 TIMES the PROFIT

NEW 1936
GIANT
DISPLAY

Profit facts from many of the nation's leading hardware retailers prove that this Glant Display will earn FOUR TIMES MORE PROFIT PER "SQUARE FOOT" OF FLOOR SPACE THAN THE REST OF THE MERCHANDISE YOU STOCK! Dealers who use this MX display in their window to attract customers are making from \$10.00 to \$100.00 per year out

\$100.00 per year out of a space six inches square!

**\$280** 

# FREE MERCHANDISE

With this MX display you get 8 tubes— \$2.80 worth of KRISTLE-X (Transparent

Liquid Mender)
FREE. The NUMBER 8 GIANT
DISPLAY will
pay for itself
time and time
again this year,
as furnished on
our attractive
combination offer.

Good hardware jobbers can fill your order. If you order direct, mention jobber's name. Remember four times the profit per square foot!



COLORFUL COUNTER
DISPLAY, with each dosen
tubes FREE. (Quotation
upon request.)

LUX-VISEL, INC.

Elkhart, Indiana, U. S. A.

# Missouri Report

(Continued from page 108)

Mr. Greenfelder cited a long range program in "What the Missouri Construction League Means to the Hardware Dealer." Presidents and officers of the State association automatically become officers in the league, which is a branch of the Construction League of the U. S., he said. He also outlined the plan of the league.

B. B. Turner took apart a heating stove in his "Comparative Salesmanship Demonstration," and explained engineering principles which he said gave the "dealer heater" better performance than a "mail order," or bargain heater, thereby giving the independent dealer superior opportunities for salesmanship.

"It Can Be Done," was the topic chosen by Mr. Mulliken, who presented the wholesaler as properly selling through, and not to, the retailer.

Mr. Bryan, in "Profit Planning," advocated business control with overhead calculated in strict accord with sales expectancy, and with employee compensation plans not confined to a straight salary, but offering the employee inducement to sell the store's goods in and out of business hours in instances where this is practical.

A 10-point plan for "More Sales or Bigger Sales," was outlined by Mr. Hannon, who advised retailers to get the best selling help, letting the man who sold them a product teach their employees how to sell it.

In addition to the resolution favoring Congressional action, the membership went on record as against manufacturers or wholesalers opening their own retail outlets; as opposed to the Walsh Government Contract Bill (S 3055), the O'Mahoney Licensing Bill (S 3336) and the Black Bill (S 87) for a 30hour week; and as opposed to government agencies making purchase of supplies from manufacturers or wholesalers who are not taxpayers in the affected communities. The association indorsed a movement for a State constitutional amendment to make possible a non-partisan, nonsalaried State commission for conservation of Missouri's wild life resources.

Social periods occupied two evenings of the convention schedule, with continuous dancing in the Ivory Room, and a vaudeville show in the Gold Room providing two kinds of entertainment on each occasion.



) to.

# Like a "CAT with NINE LIVES"

Wickwire Brothers Hexagon Galvanized Steel Wire Poultry Netting may well be likened unto a "Cat with nine lives"—it "dies hard"— lasts much longer than ordinary poultry netting. It is always

# Made From Open Hearth Copper Bearing Steel

the most effective rust-resisting material known suitable for poultry netting. Our method and quality of galvanizing insures added protection and wear. We draw the wire in our own mills—do the weaving on a special machine—control every operation from raw material to finished product.

12 to 72 in. widths. Mesh sizes:  $\frac{3}{4}$  in. to 2 in., 14 to 20 ga. Bales of 150 lineal ft. Also galvanized rust-resisting Hardware Cloth and Poultry Staples.

Ask your Jobber for Prices
STEEL PRODUCTS
"NATURAL GAS new used in our turnaces produces very low sulphur steel whiles,
together with a copper alloy, reduces cerrelean"



The World's Greatest Hammer

### THE CHENEY NAILER

THE HAMMER THAT HOLDS THE NAIL

HE most important advance in hammer design in the past decade. unusual response which professional and amateur mechanics have accorded the Cheney Nailer may be safely accepted as a forecast of its sales possibilities this year. No other hammer, regardless of price, has so much to offer hammer buyers—whether jobber--retailer—or user. Order a carton today and also ask for the friendly demonstrator-display "The Cheney Nailer Sales Maker." It needs no help to make hammer sales—only a little place in the sun on your counter.

A FULL LINE OF HAMMERS

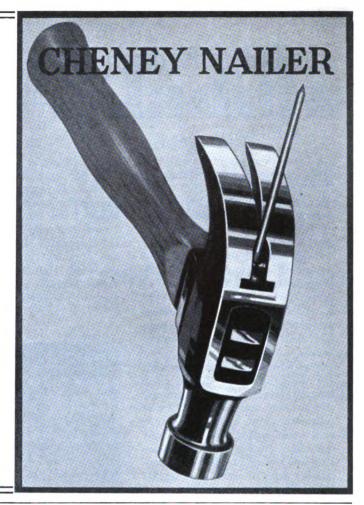
HENRY CHENEY HAMMER CORP.

Factory LITTLE FALLS, N. Y.

Sales Office

302 Broadway

New York, N, Y.



SENSATIONAL 1935 FLIT MOTH BAG OFFER **DOUBLED** for 1936!

### SWING INTO THE NEW FLIT "DOUBLE-QUICK" PROFIT PARADE

Never before such an opportunity for profits! The 1936 Flit moth bag offertwo free with every quart can-means just one thing: Stock up now for the big rush!

### BIG ADVERTISING CAMPAIGN

Dramatic full color advertising in a long list of national magazines, and newspaper campaigns in key cities, will push

this sensational offer. The usual flies and mosquitoes campaign will keep sales at a peak throughout the summer!

### SPECIAL FREE GOODS OFFER

Call your Flit jobber, today. He has a special free goods offer you can't afford to miss. Remember, Flit and the Flit moth bag give the best protection against moth damage.

AGAIN! \$1,050 IN PRIZES

in new Flit Window Display Contest "Sold more Flit than ever before..." says 1935 Con-Sota more r in toon ever verore. . . . says 1555 con-test Winner, John J. Mueller, of St. Louis, Missouri. This year—you, too, can win one of the 114 prizes—

1ms year—you, 100, can win one of the 114 prizes— and enjoy the huge extra profits a Flit window display



STANCO DISTRIBUTORS, INC. 2 Park Avenue · New York

FLIT SPRAY DOES NOT STAIN Sell Flit Powder, too. It's sure death to crawling insectsand dogs. SELL FLIT-FOR-MOTHS EARLY-

MOTHS KNOW NO SEASON

# Hall Hardware Co. Dedicates New Building At 23rd Annual Convention in Minneapolis

T the twenty-third annual convention and stockholders' meeting of the Hall Hardware Co., held at the company's headquarters in Minneapolis, Minn., on Feb. 18 to 20 inclusive, the formal dedication of the firm's new building marked the completion of the second phase of the company's progress in developing its idea of dealer owned wholesale hardware merchandising. The new building was pictured and described on page 75 of the Feb. 13 issue of HARDWARE

Registered at the meeting were 315 dealer-members; 226 of their store employees; 156 manufacturers' salesmen and executives, and 22 miscellaneous guests and visitors, or a total attendance of 719. During the convention, the best net profit since 1930 was reported to the 459 dealer-member firms of record on Dec. 31, 1935. Sales for the period exceeded four million dollars, and reflected an increase of more than 20 per cent over the preceding year.

The exhibition, held in conjunction, was represented by 95 manufacturer firms and opened Tuesday morning. The program differed from that of former conventions in that general assembly on each of the first two days of the three-day meeting was followed by a series of group meetings. Under this plan, dealer-members were placed into eight different groups. This plan proved to be very effective, and will likely be continued at future conventions.

In opening the first general assembly on Tuesday morning, George E. Hall, president and general manager of the company, welcomed those present; explained that the meeting, with the formal dedication of the new building, would mark the second phase of the firm's progress, and expressed regret that Charles F. Ladner, chairman of the board and one of the company's organizers, who is in Florida for his health, could not be present for the meeting. Mr. Ladner's greetings to the convention were most appropriately conveyed by Director Sam E. Hunt, Hunt Bros. Co., Red Lake Falls, Minn.

The history of the company was

then reviewed in a unique manner, with the legal, financial, and constructional factors in the firm's progress being cited by the attorney, banker, and contractor who have served the company in their respective capacities since the company was organized in 1913. Following this, Mr. Hall introduced S. P. Duffy, secretary and assistant manager, who briefly outlined the theme

for the convention as being merchandise and merchandising.

On Tuesday afternoon, following brief remarks by Mr. Hall and Mr. Duffy, F. T. Rockwell of the company's Better Business Department. discussed the spring consumer cata log in some detail. The first of the group meetings was then held, and at the opening meeting of the complete "Sand" color group attended



# MORE SPRING PROFITS



# \$ heffield

Here are three much needed Spring items—of extra big value, and fast turnover.

Be sure to feature them!

# CLOTH Applied VARNISH



A sensation in results—a marvel in easy application. Simply apply it with a cloth. Bakelite gives it longer wearing qualities, finer lustre. Resists alcohol, acid, water, strong soap and hot liquids. Eye catching action display (shown here) operates 30 days on dry cell, and given Free with small assortment. 20c, 35c, 65c and \$1.20.



### SCREEN ENAMEL

Extra fine—weatherproof—rustproof. Special Sheffield formula keeps it from clogging meshes. Real value—at a price!

### **ALUMINUM PASTE**

For a much smoother finish. Won't spill or scatter. Simply dilute to necessary consistency and apply to radiators, fixtures, frames, etc. Patented "twist of the wrist" Duo-Jar uses paste for Aluminum Enamel and powder for Gold

Enamel and powder for Gold Enamel. No material wasted. 15c, 25c, 40c and 70c.

### Quick Spring Profits Also on:

SHEFFIELD 3-Star Floor Cleaner,
Crack Filler, Woodfix, Kleen-ABrush, Combination Cans Gold
or Silver Paint, Pure Oil Colors,
Nu-Way Liquid Wax, Bronzes in
Glass Vials, Iron Enamel and
Iron Cement.



Order Now from Your Jobber

Jobbers—

Write Today for Discounts!

# SHEFFIELD BRONZE POWDER & STENCIL CO.

"The Specialty House of Top Values"

3000 Woodhill Road

Cleveland, Ohio

### The Words

# Aladdin

SANI-SEALD

# Vacuum Bottles and Thermal Containers"

Mean

### Profits for You

Mr. Dealer!

### Why?

Because, Firstly: they are exceptional products as you'll note by their features listed below, and Secondly: these products are not sold to Chain Stores, Mail Order Houses, or Cut-Price Outlets either under their own trade name or private brand. Independent Dealers everywhere are finding these products and policy unusually profitable.



# \*\*Aladdin

SANI-SEAL

### Vacuum Bottle

The first, foremost and finest vacuum bottle in which durability, sanitation and extremely high efficiency are combined. Of one-piece non-refillable type with no cracks or crevices for matter to collect and become foul and unsanitary. May be completely sterilized easily and quickly, inside and out. Not unbreakable because inner is of glass, yet so sturdy as to give many times longer service than practically all others.

In Pint and Quart Sizes
In Colors—Red, Green or Blue

# The Aladdin

### Thermal Jar

Aladdin Sani-Seald Thermal Jar of quality throughout. Outer shell of heavy drawn steel in two sections, sealed moisture-proof at center rib. Inner of shock and heat-resisting one-piece Aladex glass, ball-like in shape with no corners or joints. Inner and outer sealed at top permanently to prevent moisture from entering insulation and impairing its efficiency. Scout bail and black hardwood easy grip for carrying. Dark-green baked-on enamel finish.



By popular demand, the line of Aladdin Sani-Seald Thermal Jars now includes a DeLuxe Gallon-Size Thermal Jar with non-leak faucet, and a six-quart Aladdin Jar in the popular price range, with or without non-leak faucet. Aladdin Jars with faucet are constructed with a flexible connector that prevents breakage of inner common in other makes of spigot or faucet Jars—an exclusive Aladdin feature.

Write us for name of nearest Jobber and for details of our line and Dealer's profit protecting policy.

ALADDIN INDUSTRIES, INC. 609 W. LAKE STREET, CHICAGO, U. S. A.



Employees of the Hall Hardware Co., Minneapolis, Minn.

by this reporter, the chairman was J. H. Wall, buyer of house-furnishings, etc., who was assisted by representatives of aluminum and tinware manufacturers. Mr. Wall also covered the harness and enameledware lines. At all of the group meetings opportunity was offered for forum discussions.

The second and final group meeting of the first day was conducted by Fred Rockwell of the Better Business Department, and dealt with the improved merchandising and display methods being advocated by that division of the company. The group leaders were assisted by a representative of the company's Minneapolis advertising agency and by field men of the Better Business Department. A feature of this meeting was the showing of a striking contrast between old-fashioned and modern window displays. Effective table displays were also demonstrated.

Wednesday morning's general meeting was opened by Mr. Duffy, who introduced J. G. Culver, company buyer of heavy commodities and builders' hardware. During the forenoon immediately following, the first of a series of three group meetings was held and one of the company's major lines was discussed. The second group meeting of the "Sand" group on Wednesday met in the firm's ultra-modern model store, with the many features of the model retailing establishment being explained by H. N. Brown, head of Better Business Department, and his assistants. The third and final meeting for the "Sand" group on Wednesday morning was conducted by B. A. Buckmaster and W. H. Grenell, of the company's paint department, and their assistants.

In opening the Wednesday afternoon general meeting, Mr. Duffy further stressed the convention theme; emphasized the importance of having accurate knowledge of store finances; urged budgeting for efficient operation; advocated a more careful supervision of credit and recommended a wider use of contract selling on larger items.

Wednesday afternoon's first meeting of the "Sand" group was conducted by Mr. Culver, and steel goods, lawn mowers, barn door track, etc., were discussed by factory representatives, while builders' hardware and title No. 1 of the FHA plan were covered by Mr. Culver and his assistants. At the second meeting of this group Wednesday afternoon coal and wood ranges, circulating heaters and oil stoves were discussed by factory representatives and by E. R. Ralph, who presided as head of Dept. "G". The third and final meeting of the "Sand" group on Wednesday was conducted by F. A. Feyder, the company's buyer of tools and sporting goods. Topics covered by Mr. Feyder, his assistants and representatives of manufacturers included bicycles, fishing tackle, fishing contests, kitchen cutlery, edged tools, wheel goods, pocket knives and razor blades.

On the third day of the convention, no group meetings were scheduled and at the general session in the morning the annual stockholders' meeting was held, with Mr. Hall presiding. The usual business was transacted and the manager's report was presented by Mr. Duffy, who said that spring business was developing very satisfactorily despite

the prevailing unfavorable weather, and a point was made of the Soldiers' bonus money which will be in circulation after June 15.

The following directors were then elected: George E. Hall, Minneapolis, Minn.; Sam E. Hunt, Red Lake Falls, Minn.; H. J. Bekke, Canton, S. D., and H. P. Nicholas, Durand, Wis. At the directors' meeting following, Mr. C. F. Kilgore, Esterville, Iowa, was appointed as Iowa representative to serve on the board in an advisory capacity.

The stockholders' meeting of the Hall Building Company then followed with President Amos Marckel, Perham, Minn., presiding. The meeting was of routine nature, during which the usual matters of business were transacted.

The convention closed with a banquet and entertainment in the company's Auditorium on Thursday night, attended by 850 guests, including ladies, dealers, dealer employees, representatives of manufacturers, and company employees. The Auditorium was equipped with special effects, creating an atmosphere for the "Our Own" night club which, with professional entertainers and dancing, held sway until a late hour.

### Diverting Sucker Money

(Continued from page 58)

helped gyp them. We can and do put a damper on things of that kind.

In fact, we make a business of discouraging business men from sponsoring or tying in with any so-called stimulator which is not able to stand a police examination. There are plenty of good advertising media without resorting to things that verge on rackets. And let me say this—when merchants are more careful to preserve the prestige of business, the police are in a better position to educate consumers away from

schemes that fleece them and that pull their dollars out of the flow of legitimate local trade.

Catching a swindler is profitless work in the main. He has done the damage before he is caught. Prevention is far better. I believe more law enforcement bodies would cooperate with local merchants if these merchants would collectively request such cooperation and would help to sponsor educational programs teaching consumers the greater safety in confining their purchases to known firms and their representatives.



# "An outstanding value that catches buyers!" say Hardware Dealers.

You've got to see it to believe it! A genuine Faultless Double Ball Bearing Household Caster—priced for volume sales. No wonder dealers like it—it's a money-maker.

Two complete rows of ball bearings ... lowest overall height for this type of precision construction ... dust-proof design ... choice of hard or cushion tread composition wheels. All features heretofore confined to expensive De Luxe type casters.

Then there's the smart display box, holding one set of casters—originated by Faultless. Makes sales by itself—encourages sales of complete sets instead of single casters—quickens turnover—facilitates handling of stock. Ask your jobber for this caster now!

Ask, too, for the 4-page Faultless Catalog showing the new Faultless condensed line of Casters—a selection which will handle 90% of caster requirements.

### FAULTLESS CASTERS

**Faultless Caster Corporation** 

Dept. HA-3, Evansville, Indiana

Branches in principal cities. Canadian Factory: Stratford, Ontario.



# RIO – THE BLADE THAT TURNS DEALERS INTO CONSUMERS

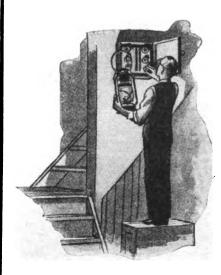
We advise you to try RIO razor blades, on your own face—to test their edge and to know their excellence. Reports from other dealers back our belief that you, too, will become a "satisfied user"—and therefore a more active salesman. After all, the finest kind of promotion for any product is first-hand enthusiasm.

RIO razor blades are offered, confidently, as better than your previous "best." They are made of finest white chrome steel—tempered, ground, spiral-honed and stropped to a keener, more accurate edge. They are individually inspected—every blade first quality. No "seconds" reach the consumer. They guarantee results, yet they cost less—retail five for 15c, a fair price for the finest.

Try RIO razor blades today. You'll gain two ways—personally, by discovering new shaving speed, ease and comfort. Professionally, by finding a product that sells, satisfies and repeats. . . . Standard Safety Razor Corp., East Norwalk, Conn.



### Sell DIETZ LANTERNS For Emergency Lighting



**A**NYONE of your customers who has ever been left in black darkness by failure of home lighting in time of violent storm, or when fuses have blown out, will agree that a Dietz Lantern is worth owning even for such infrequent use — inexpensive — always ready—no deterioration.

You can make profitable sales of Dietz Lanterns to people who might not otherwise consider them a necessity, by suggesting their great usefulness in emergencies that are sure to arise sooner or later.

### R.E.DIETZ COMPANY - NEW

MAKERS OF LANTERNS FOR THE WORLD. FOUNDED 1840 Output Distributed Through the Jobbing Trade Exclusively. We Do Not Sell Chain Stores, Catalog Houses or Syndicate Buyers,



# 3 Million Satisfied Users Advertise DAZ

F satisfied users are truly the world's best advertising — no wonder nearly 90% of all the churns sold by the hardware trade today are DAZEY CHURNS! At this moment the church state of the content of the moment that the same transfer of the church the moment that the church the moment that the church the moment that the church the church the church the church the church that the church the church that the church today are DAZEY CHURNS! At this moment there are well over 3 million DAZEY users and, judging from the thousands of letters we have received, few, if any, are content merely to enjoy the superior service of a DAZEY CHURN in selfish satisfaction. Instead they become ardent missionaries, enthusiastically seeking to convert others to this far better way of churning. No wide-awake dealer can fail to realize, therefore, the necessity of having a comprehensive stock of DAZEY CHURNS always on hand. Especially profitable are the electric models now that power lines are so steadily being extended into rural districts.



Woodworking Band Saw



Offered as regular and replacement equipment for Bench Band Saws for home workshop use. Maker states the cutting, filing and setting of the teeth were all carefully done and this in combination with a fine grade of steel, produces a faster, freer cutting saw. Each saw is mounted on an individual color-ful display card. Millers Falls Co., Greenfield, Mass.

### **Detector Crab Trap**



The "Detector" feature is said to enable every crab to be caught. When crab takes bait the line is tugged or pulled, indicating crab is in the net. Trap has 18-inch diameter. Packed l doz. to package. Invention of Charles D. Starks, hardware dealer of Far Rockaway, Long Island, N. Y. Made by Hamblin & Russell Mfg. Co., Worcester, Mass.

### Gardex Turf Edger



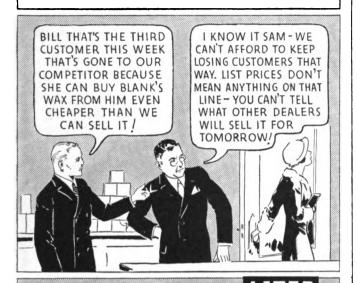
Works forward or backward. Cuts turf horizontally and vertically in one operation. By tilting to 45-degree angle, it cuts V-shape groove between sidewalk and lawn. Side wing used to lift sod out as it cuts. No. 400-41/2 ft. handle. List price, \$1.15. Gardex, Inc., Michigan City, Ind.

### Fan Catalog

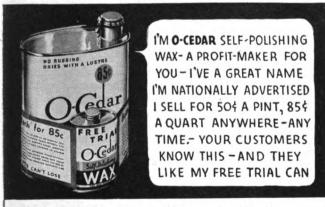
No. X1149 on the 1936 line of Emerson Fans, new editions to which include the "Imperial," a 10-inch Silver Swan, a line of air circulators with four styles of mounting, a 16-inch "Patented" overlapping-blade fan, and a complete line of ceiling fans with a new improved fitter. Also catalog No. X1150 on the new Emerson Seabreeze Fan offered in six models. The Emerson Electric Mig. Co., Inc., St. Louis, Mo.

DAZEY CHURN & MANUFACTURING CO. 4301 Warne Ave. St. Louis, Missouri

### BILL AND SAM LEARN HOW TO HOLD **CUSTOMERS ON SELF-POLISHING WAX**

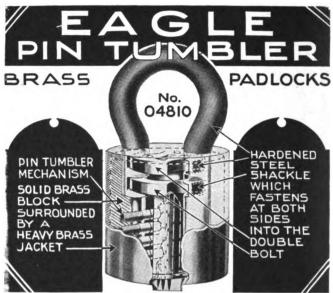






And the same profit story applies to

POLISH, MOPS AND DUSTERS



# INSIDE INFORMATION

PADLOCK locks from the inside and holds against intruders from the inside. Hence, what is inside determines whether it will give REAL PROTECTION or only near protection.

Eagle No. 04810 brass padlocks assure utmost security of which a padlock is capable, because guarded inside by genuine Eagle Pin Tumbler lock work. You will make pleased customers and a better profit by selling these superior padlocks whenever possible.

### The Eagle Quality Line

**Night Latches** Trunk Locks Front Door Sets Store Door Sets **Padlocks Cabinet Locks** 

**Wood Screws** Stove Bolts Machine Screws



Branch Offices

521 Commerce St. Philadelphia, Pa.

179 N. Franklin St. Chicago, III.

114 Bedford St. Boston, Mass.

Works at Terryville, Conn.

# 150 Attended Associate Congress of Marshall-Wells Co. in Portland



JAMES FEIR
Vice-President and Manager

ORE than 150 dealers, manufacturers and guests attended the seventh annual Marshall-Wells associate congress in the Marshall-Wells Company building, Fourteenth and Lovejoy Streets, Portland, Ore., Feb. 24, 25 and 26. It was a joint congress of the company's associated dealers and its selling staff.

The congress opened with an address of welcome by L. C. Falkenhagen, sales manager. The keynote of the congress was, "Planning and Working Together for a 25 Per Cent Increase in Business in 1936," with Seth Marshall, president, sounding the keynote and reviewing the year's program between the house and its cooperating dealers. Mr. Marshall told of efforts being made at all times to keep the dealers in competition and to keep them posted on new merchandise and new ideas for increasing store sales. He then reviewed the plans for 1936 and introduced James Feir, vice-president and new manager for the Portland

O. E. Stevens, retail manager, of the company's Spokane retail department, gave an interesting talk on "Retail Store Management." Drawing from his extensive experience in the mail-order chain field, he recommended a profit-sharing basis for retail clerks and the kind of store arrangement which makes selling easier.

M. R. Twiss, vice-president, in charge of sales, Zenith Machine Co., Duluth, presented an interesting talk and demonstration on "Why Washing Machines Should Be Sold



L. C. FALKENHAGEN Sales Manager

by the Retail Hardware Store." He stressed that major item selling was vitally important to the hardware man's volume today.

W. L. Hempy, in charge of the associate division, presented the company's 1936 advertising and merchandise plans, stressing the efforts to produce ways and means for developing second sales on related items.

Walter Clark, manager, paint department, Duluth, gave the highlights of the 1936 paint selling program, and pointed out the need for control of paint stocks to permit more profitable turnover.

Ralph W. Carney, Coleman Lamp & Stove Co., Wichita, Kan., followed with his dramatic selling demonstration on quality automatic electric irons.

Tuesday morning George Ayre



SETH MARSHALL President

talked on oils and greases, giving a selling demonstration on both bulk and package lubricants.

P. W. Bialkowsky, Pacific Coast manager, Crosley Corp., Cincinnati, presented the 1936 electric refrigeration line and its selling points.

L. C. Falkenhagen stressed the importance of uniform store identification so that all Associated stores would receive the maximum benefit from their various advertising promotions.

Wednesday morning H. M. Ward outlined the circulating heater and range lines, their competitive features, price range, and selling points. He was followed by R. H. Hollabaugh, who explained why hardware stores should carry plumbing goods and also told of new items in the 1936 line.

After the Wednesday luncheon, Monte Kelly, Pacific Northwest representative, Congoleum-Nairn, Inc., gave an outline of his company's line of floor covering and put on a selling demonstration suitable for dealer use.

On all three days luncheon and dinner were served in the company's lunchroom adjoining the Congress

# HERE IT IS the ONLY SPRAYER

ELECTRICALLY WELDED SEAMS



**DOUBLE ACTION LOCK** 

**LARGE** OPEN **HEAD** 

**RUBBER GRIPS** 

HOT GALVANIZED AFTER **FABRICATION**  New "OPEN-HED" Sprayer

A new type Sprayer far superior to the old-fashioned Sprayer, and it SELLS FOR LESS.

Has BIG 5" TANK OPENING and is made of heavy raw steel, ENTIRELY ELECTRICALLY WELDED. AFTER tank is made, IT IS HOT GALVANIZED, which permits a heavier coat of galvanize to be applied, and prevents galvanize from rubbing off in process of manufacture. This tank will withstand 100 lbs. pressure, and will outlast TWO ORDINARY SPRAYERS. It is easy to fill, easy to clean, and can be wiped absolutely dry so that no moisture is left in the tank to rust.

The pump lock is easier to operate, swivel nozzle coupling permits instant adjustment of the nozzle—the refinements all the way through are so much better than the old-fashioned models that anyone who uses a Hand Sprayer will want one the moment he sees it.

If your Jobber cannot supply you, write us for the name of our nearest Jobber NOW. We will be glad to send booklet and prices. WRITE TODAY.



PATENTED AND PATENTS PENDING

The E. C. BROWN CO.

750 MAPLE STREET, ROCHESTER, N. Y.

All types of Sprayers from Atomizers to Wheelbarrew Sprayers

# DEALERS ARE Going into Action

ON THIS FAST MOVING EGG BEATER DEA

Introducing

EDLUND

THE EDLUND No. 5 Egg Beater

> The Edlund No. 5 is the last word in egg beater ingenuity. "It's the top" and runs like a top, with greater speed and ease to the operator. Rugged construction and center drive action eliminate "wobbling" and vibration. Women like its smart modern design. This eye value makes it a quick seller.

Order a 2 Dozen assortment of our Egg Beaters from your JOBBER-at regular discount.

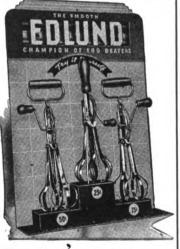
### YOU RECEIVE FREE

A striking, practical counter demonstrator that invites attention, permits test and promotes rapid sales.

IN ADDITION YOU RECEIVE

Three (3) FREE beaters for your display. These free samples have a retail value of \$1.50.

ALL THIS FOR AN ORDER OF ONLY \$6.67 SEND FOR YOURS NOW



\$1.50 IN FREE SAMPLES

Send the Coupon to your Jobber Coday!

COMPANY.

MODERN KITCHEN TOOLS BURLINGTON

VERMONT

OBBER'S	NAME
---------	------

Please send one (1) EGG BEATER DEAL advertised by EDLUND CO., BURLINGTON, VT.

YOUR NAME ...... ADDRESS ...

# Redesil **WOOD SCRAPERS Selling NOW For Spring Work**



RED Devil TWO Blade Scrapers are among the best sellers in modern small tools, suitable both for skilled mechanics and home handy men. The three styles illustrated provide equipment for every kind of scraping job. Either blade used by simply turning handle over-two blade service for the price of one—quality tools—simple, practical, and priced to please customers. All Blades Retail 25c. pair. Stock for Spring Trade!

### **RED DEVIL GLASS CUTTERS**

Make sure your customer gets a superior glass cutter! Red Devil 024 is best for amateurs and preferred by skilled mechanics. Wheels sealed in oil by airtight caps. One Dozen Display, as illustrated.

LANDON P. SMITH, Inc., Irvington, N.J., U.S.A.



Hall. A. L. Martinson, assistant sales manager, was chairman of all business sessions, and handled the meetings in a most commendable manner.

On the second and third days the dealers were divided into three groups for special group meetings. These were held in three series. H. L. George handled the house furnishing, tool and builders' hardware lines; Melvin Fray, automotive supplies and auto tires; A. A. Thirion, sporting goods and cutlery; E. O. Rauh, heavy hardware and farm supplies, and M. L. Murray, paint and paint sundries.

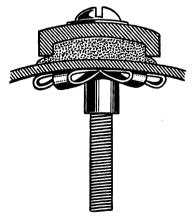
Wednesday evening a banquet was held in the Congress Hall lunchroom, where James Feir made appropriate closing remarks. Dealers came from Oregon, Washington, Idaho and California.

The 1936 Planning Board of Associate Dealers, which works with the Marshall-Wells' buyers and executives, was announced Tuesday morning. There are five dealers on the Associate Planning Committee and five on the Associate Advisory Board.

Planning Committee members are: W. B. Dingle, Dayton, Wash.; A. L. Wold, Issaquah, Wash.; F. G. Cearns, South Bend, Wash.; Merle F. Pettit, Coquille, Ore., and A. W. Metzger, Gresham, Ore.

Advisory Board members are: J. Lentz, Yakima, Wash.; H. E. Fisher, Enumclaw, Wash.; C. E. McCall, Vancouver, Wash.; J. E. Stearns, Oakland, Ore., and E. L. Starr, Silverton, Ore.

### Boiler Plug



Molly Boiler plugs are said to insure a permanent repair and provide five points of contact on the outside, reaching out over a corroded area of 11/8 in. It will not cut or pull through weakened walls, nor is it required to cut threads in thin and corroded spots of metal in order to hold. Circular available. Croessant Machine Works, Reading, Pa.

### THE OUALITY GROUP

# Bassick

**HOUSEHOLD CASTERS** RUBBER CUSHION SLIDES



An investment of only

puts this complete stock of quality casters in your store.

... And you get this practical, sales-producing display FREE!



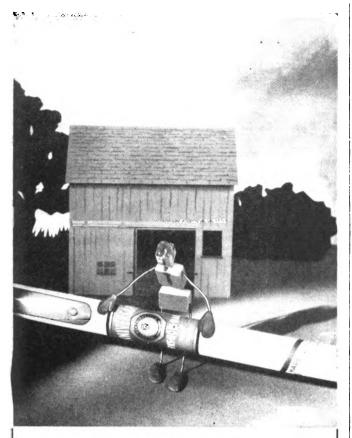
Display block (8" x 12") with samples mounted on removable wooden plugs.

Dealers everywhere are enthusiastic about the Bassick caster display. One hardware man in Terre Haute, Ind., writes: "We did not know we could sell quality casters until we got your display block. Thanks.

Write for Complete Information

THE BASSICK COMPANY **Bridgeport** Connecticut Canadian Tactory: STEWART WARNER ALEMITE CORP. OF CANADA, LTD. BELLEVILLE, ONTARIO

HARDWARE AGE



### CAN A HAY FORK HAVE 61T22

This is the age of "EYE APPEAL" in merchandise. Quality and Price must be right, too, but to attract the attention which results in sales, even a line of Steel Goods must have "LOOKS."

Knowing this, we offer you our ANNIVERSARY line of Farm and Garden Implements for 1936.

Because of 1-Outstanding Beauty, 2-Unquestionable Quality, 3-Completeness of Sizes and Styles and 4-Price, we believe you will find ANNIVERSARY the fastest selling line of steel goods you ever had in your store.

Strong Statements, perhaps, but easily checked with the facts.

> Ask Our Salesman To Show You Samples

THE GEO. WORTHINGTON CO.

Cleveland, Ohio

1934

# Y FOR DA OG 1007 RUBBE

# CATALOG GOODS



### **CATALOG 100** is Your Guide to Better Profits

Send the coupon below or mail postcard for Free Copy of Daisy Catalog No. 100, Have on your desk this new book of quality household rubber sup-plies. Catalog 100 is printed in natural colors and contains hundreds of steady selling, quality rubber items, such as sink plugs, tubing, washers. bath sprays, rubber soles and heels, rubber cement, furniture casters, caster cups, etc. wide margin of profit these hardware store items offer is sure to be tempting.



### BLUE RIBBON RUBBER SOLES are BIG **SELLERS-Good Profit Makers**

The trend of the public is to fix their own shoes at home. That's why Blue Ribbon Rub-ber Soles and Heels are among the fastest moving items in the hardware store. Blue Ribbon Soles are easier to put on. They hold tight until worn out—wear longer and give better satisfaction, according to unbiased tests. Be sure to put in a stock of Blue Ribbon Soles. There are six sizes—three for menthree for women and children. These six sizes fit all sizes of shoes.

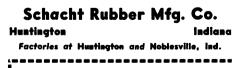


### STOCK the DAISY LINE

Get the Daisy Catalog No. 100. Select from it the items you need in your store. Put in a Daisy Rubber Goods Department and watch it build up your profits. Few items sold in Hardware Stores make as much profit in volume as does the Daisy Rubber Line over a year's time.

### Send Coupon TODAY

Below is a coupon for your convenience. Fill it out right now while you're thinking about it, and mail it. It will bring Catalog No. 100 by return mail, free and postpaid.







# What's left Display Helps—Sales Literature— Window Trims—New Packages —New Colors—New Deals—

New and Improved Merchandise— Display Helps—Sales Literature— 

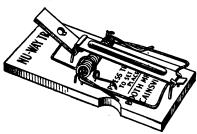
for Retail Hardware Stores

### Improved Roofing Nail



Deniston Plain Drive Screw Roofing Nail, the maker states, has the following features: nail blank is carefully made with a circular head in which the shank is exactly centered; thread of screw is cut to give positive turning action as the nail is driven; edges of the thread provide a strong grip; maximum practicable angularity or pitch is given to the thread. It is stated that because the thread is rolled after galvanizing on galvanized nails, the threads do not fill up with zinc nor are there lumps of zinc to roughen the surface of the nail and tear the fiber of the wood when driven. Nails are made in 10 and 11 gauge in standard lengths of % in. to 2½ in. Quantities per pound are from 280 to 115, depending on gauge and length. Price folder available. The Deniston Co., 4856 South Western Ave., Chicago.

### **Nu-Way Mouse Trap**



Safety trigger prevents trap from going off in the hand. Flat non-rust metal pedal is said to eliminate all manipulations and insure a perfect set. Pedal is thrown into place by pulling the jaw back. Wood bait holder. Size, 1% x 3% in. Packed in display cartons, 8 x 11. Two to a gross shipping carton. Suggested retail selling price, two for 5c. Booth Mfg. Co., Gainsville, Mo.

### Top-Of-Stove Glassware

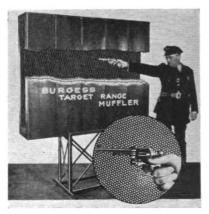


Newest addition to Pyrex Brand Ware for cooking directly over flame. For use on any type stove using any type fuel. Same dish may be utilized for baking and boiling. When handle is removed, it makes an attractive serving dish and is also convenient for storing foods in the refrigerator. Made of clear, transparent glass, which is said to retain heat and therefore keep the food hot longer. Makes for fewer dishes to wash. No. 6832, 1 qt. size with removable handle to retail at 95c.; No. 6833, 11/2 qt. size with removable handle, at \$1.25. Corning Glass Works, Corning, N. Y.

### Tool Guide And Plan Book

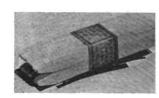
Plan book-36 pages and 16 plans telling how to make things with tools. Plans tested before becoming a part of the book. Dealer's cost 5c; selling price, 10c. Tool guide is a handy book on use of all common woodworking tools. It is illustrated and gives clear and concise instructions. Dealer's cost 15c; selling price, 25c. The Stanley Rule & Level Plant, New Britain, Conn.

### **Target Range Mufflers**



Remove objectionable and distressing part of noise. Inner walls are perforated sheet metal with balsam wood between the perforated metal and sheet metal outer walls. "Official," illustrated, is 9½ x 42 x 72 in. long. Adjustable supports, 64 in. high, are available, or muffler may be suspended by ceiling wire. "Home Range" is 91/2 x 14 x 48 in. long. Carriage to support muffler 48 in. above floor is available has rubber-tired wheels. Range of vision is sufficiently ample for all standard shooting distances. Tentative list prices: "Official," \$45 and \$16 for carriage; "Home Range," \$14 and \$7 for stand. Burgess Battery Co., Freeport, III.

### Garden Labels



Are of white gumwood specially treated with a preservative which is said to insure long service. Size 6 x % in. Pointed for ease in insertion. Packed 40 to a bundle—bound with attractively printed green kraft label; 100 bundles to case. L. Hyman & Sons, 102 Prince St., New York City.



# It keeps UP without Upkeep

That's why master-mechanics prefer the ILCO Universal Door Closer. No lost time installing. No special trips back to make changes and adjustments.

Another reason for the popularity of the ILCO Universal Door Closer is that it can be mounted on left or right hand doors, opening from inside or outside, without changing or reversing any of its parts. Its design, proportions and tolerances are planned to insure satisfactory

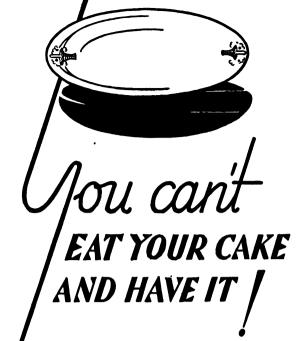
ILCO KEY
BLANKS
See us first. We
maintain an extremely large assortment at all
times, and can
fill orders from
stock.

service under all conditions, and its simple adjusting mechanism meets all possible speed requirements.

An ILCO customer is a satisfied customer. You will find satisfaction is a built-in feature of the entire ILCO line.







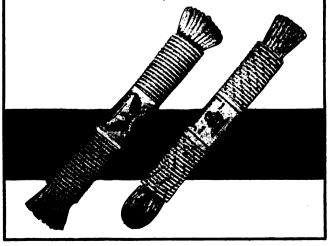
It is customary to think of a sale as a transaction bearing but one profit. But beyond that is a second profit—a greater one. It exists in every sale, large or small. It is the profit accruing from customer satisfaction, with the repeat business it brings.

If you would have your "cake" in the form of these surplus earnings, you can't let it be consumed by those products that lack the ability to create such customer confidence. Cheap sash cord is one of them. Ravel an end of it and compare it, with its soft, flimsy roving, loaded center and other substitutes for honest quality, with Samson Spot Sash Cord.

Samson Spot Sash Cord is free from such deceiving construction. It has a great number of fine 3-ply yarns to each strand. It is more firmly braided. It is smoother, firmer. That is why it resists wear over pulleys, and lasts twenty-five years or more, during which ordinary sash cord has to be replaced many times. It is always of one quality and always bears the Colored Spots—our trade-mark.

Phoenix Sash Cord is another "second profit" builder because it makes the best clothes line a woman can use. It is likewise free from the adulterants which weaken and cheapen a clothes line—make it stretch, shrink, snap and wear out so quickly. It has three times the strength of cheap line and provides just as much more in value and service. And it is good sash cord for use where the best is not needed.

### SAMSON CORDAGE WORKS BOSTON, MASS.

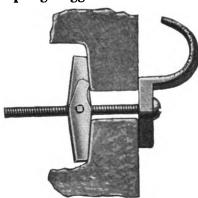


### Food Mill Display Rack



Adaptable for either counter or window display. Quickly set up. Display card is in two colors. This unit is available with an initial order for six Foley Food Mills, in either family or junior sizes or assorted. Foley Mfg. Co., 9-11 Main St. N. E., Minneapolis, Minn.

### Spring Toggle



Diamond—Made with two wings that engage a trunnion nut and a spring which forces wings outward when head has passed through wall. One end of spring is extended to prevent rotation of head while turning screw. Each wing complete toggle in itself. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

### **Smoothcut Can Opener**



Has self-aligning roller guides to accommodate any shape can. Maker's claims are: It lifts the cover for removal at end of cut; leaves a smooth rim; juices will not spill; will not deposit chips or particles of metal in the food; has rotary cutter with mounting which adjusts itself to any variation of thickness in rim; ratchet wheel cushioned with spring to compensate for variations in thickness of can or extra thickness of seam. It is guaranteed for five years. The Atlas-Ansonia Co., 54-62 Grant St., New Haven, Conn.

### Bissell Sweeper



"Vanity" is of streamlined design with an attractively modern chromium trim. The sweeper is easy to operate. Bissell Carpet Sweeper Co., 210 Erie St., N. W., Grand Rapids, Mich.

### **Rubber-Covered Gloves**



These rubber latex-covered canvas gloves are said to be made of Canton flannel, chemically treated to insure penetration of rubber into fabric and to give added strength. Manufacturer states they are wear-resisting, flexible and waterproof. *Philadelphia Rust-Proof Co.*, Quaker Wares Div., 3229 Frankford Ave., Philadelphia.

### Cyanogas Dealer Helps

Dealer helps for Cyanogas, a gas-producing powder for the extermination of ants, rats, moles, woodchicks and ground squirrels, include illustrated leaflets, electros for newspaper ads or circular printing, two color, 8 x 20, window stickers and three-color lithographed, 6 x 7 display cards. Special offer allows one free can with purchase of five one-pound cans or two cans with order of 10 half-pound cans. Order through wholesaler. American Cyanamid & Chemical Corp., 30 Rockefeller Plaza, New York City.



According to the manufacturer of Stay-Tite glue, caulking compound, sealer, wood crack filler, XXX cement,

this window display has found favor with dealers who have used it. Stay-Tite Products Co., Cleveland, Ohio.



### IMPROVED STILLSON

THERE are no exposed flat springs to break and cut the hand when using the IMPROVED Stillson Wrench by Ridge Tool. And when its husky jaws grip a pipe, they hang

on ... no slipping or skidding to bark a fellow's knuckles against a wall or bench.

The bandage and ointment makers aren't get-ting any profit out of this IMPROVED Stillson, but it's increasing wrench sales for dealers.

It is made with new cone-coil safety springs inside the sturdy housing. They can't fall out, and they won't hurt anyone.

These new springs make it a stronger wrench, too, with no pin holes drilled through the handle for flat springs to weaken it.

Both jaws and the handle are of heat-treated tool steel, and the frames are of a new heat-treated alloy metal, extra strong. There is a handy pipe scale on the hook jaw.

It's IMPROVED, but it's a Stillson and all parts are interchangeable with ordinary Stillsons.

The trade likes it, and you'll like the way it steps up wrench sales.

Ask your Jobber



THE RIDGE TOOL COMPANY, Elyria, Ohio, U.S.A. Manufacturers of RIBOID Pipe Tools

MARCH 12, 1936

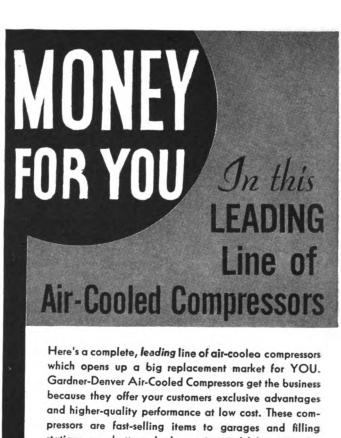
Steel

Handle, 6" to 48"

Wood

Handle.

6" to 14"



stations . . . battery, brake service and lubricating departments . . . washing, polishing, paint and trim departments . . . and to scores of industries. Liberal discounts to dealers. Write for complete information!



DNER-DENV



# More Sales More Profits For You!

In almost every magazine that you pick up you will see Plastic Wood advertisements that are building up these profitable markets for you — homes, home-workshops, boats, autos, schools, garages, carpenters, painters, boys, factories, etc.

Don't disappoint your customers with cheap substitutes—sell them Genuine Plastic Wood—the waterproof, weatherproof, greaseproof product that makes lasting repairs—repeat customers.

### **New Display FREE!**

To tie up with this increased advertising campaign, send in today for the new, colorful Plastic Wood display card. Write The A. S. Boyle Co., (Inc.) Dept. HA-3, Cincinnati, Ohio.



### **New Catalogs**

### **Nail Catalog And Book**

. This combined text book and catalog on nails is 3½ x 6¼ inches and consists of 44 pages which illustrate every type of nail, the common defects in ordinary nails, how these defects may be overcome, analysis of a nail, etc. The Angell Nail & Chaplet Co., 4580 E. 71 St., Cleveland.

### Kitchen Wire Goods

Catalog No. 1092 of 40 pages describes and illustrates stamped steel kitchenware and hardware specialties. Contained therein is the complete line of Ace streamline strainers and kitchen tools. Other items are cutlery, mashers, whips, broilers, drainers, etc. Hamblin & Russell Mfg. Co., Worcester, Mass.

### Niagara Machines

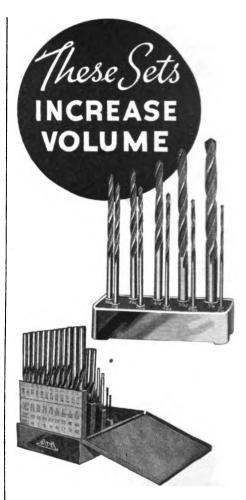
Bulletin No. 70-C on complete line of Niagara machines for cutting circles and rings for slitting and flanging. Machines have many uses in the sheet metal contractor industry. Circle and Ring Shears give a wide range of diameter and eliminate cost of dies. Niagara Machine & Tool Works, Buffalo, N. Y.

### Wire Screen Cloth

Catalog contains full information on all brands of wire screen cloth made by the New York Wire Cloth Co. and complete tables for computing square feet and prices. New York Wire Cloth Co., 500 Fifth Ave., New York City.

### **Engineering Manual**

This manual presents a review of the principles affecting the selection, application and operation of anti-friction bearings, and ball bearings in particular. Section I reviews the history and development of anti-friction bearings, with emphasis on the improvement in characteristics which have expanded their field of usefulness. Section II is devoted to an analysis of bearing selection, on the basis of type, size and desired life expectation. Section III reviews in detail the dimensions, load ratings and functional characteristics of a complete list of bearing types and sizes, including industrial pillow blocks and roller bearings as well as ball bearings. Section IV reviews shaft-fitting methods, housing and mounting instructions and advice on lubrications. Section V is a separately bound list of prices and weights, as of Jan., 1936. This manual, No. 35, is available without charge to executives and engineers responsible for bearing selection or maintenance. Address request on company letterhead to The Fainir Bearing Co., New Britain, Conn.



Sell a set instead of a single drill, easy if you have attractive compact sets to show like these.

Set No. 21, with its neat chrome-plated metal stand, holds 10 jobber's drills 1/16" to ½".

Sets No. 10, 11, and 12 contain 13 or 29 jobber's and 60 wire gage drills respectively, in the neat, cadmiumplated holders, with hinged panels that work like the leaves in a book. Size, decimal equivalent, and tap size of every drill is clearly stamped on the container.

All priced to show a good profit to retailers. All guaranteed highest quality "Greenfield" drills. See "Greenfield" Catalog No. 35 for additional sets.

# GREENFIELD TAP & DIE CORPORATION

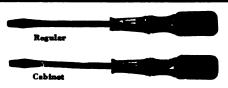
Greenfield, Massachusetts

New York: 15 Warren St. Chicago: 611 W. Washington Blvd. Detroit: 228 Congress St. W.

# GREENFIELD

# GENUINE CHAMPION SCREW DRIVERS

Have Withstood Every Test for 48 Years



### Regular and Cabinet

"Regular" pattern in 10 sizes. Blade length 2½ in. to 12 in. Length overall 6½ in. to 18¾ in. Diam. 3/16 in. to 7/16 in.
"Cabinet" pattern in 8 sizes. Blade length 2½ in. to 12½ in. Length overall, 6½ in. to 16½ in. Diam. 3/16 in. in all lengths.
"Special" pattern in 2 sizes. 1½ in and 1½ in. blade lengths. Length overall 5½ in. and 7½ in. Diam. 3/16 in. and ½ in.



### Electrician and Machinist

Same construction as others. "Electrician" pattern made lighter, in 8 sizes. Blade length 2½ in. to 12½ in. Length overall 6½ in. to 16½ in. Diam. of blade 3/16 in. in all

lengths.
"Machinist" pattern in 5 sizes. Blade length 12 in. to 30 in. Length overall 21½ in. to 40½ in. Diam. of blade ½ in. in all lengths.
All patterns ½ doz. in box.

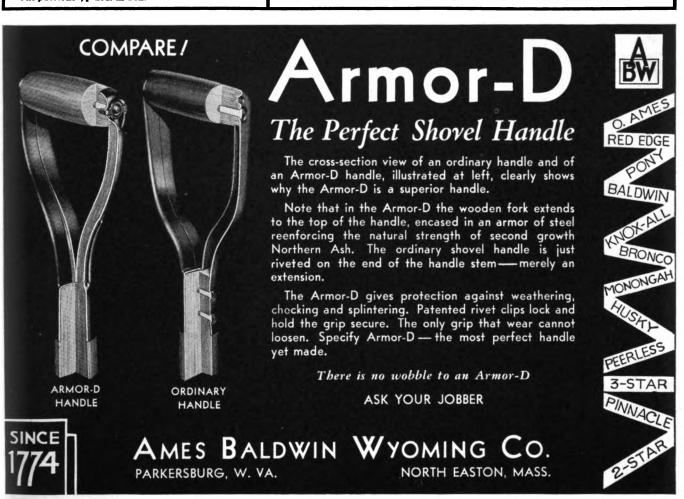
They "Make good" on every job because made right from end to end. Blade is forged from tough, durable steel, perfectly tempered—a special construction feature positively prevents the blade from working loose and turning in the handle. The handle is seasoned White hickory shaped to afford a firm yet comfortable

Champion Screw Drivers come in 5 patterns, 4 of which are shown; also a "Special" in 2 sizes with  $1\frac{1}{2}$  and  $1\frac{3}{4}$  inch blade lengths. There are 25 different sizes in all from 11/2 to 30 inch blade lengths. Profitable sellers to Carpenters, Cabinet Makers, Electricians, Machinists and Home Owners.

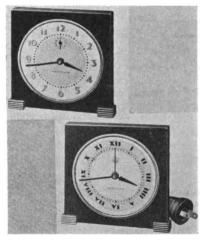
Send for Tool Catalog No. 12. It describes complete

Ask Your Jobber to Supply You





### **Alarm Clocks**



"Tide," upper portion of photograph, is a one-day alarm. Has lacquered metal case, black finish with nickel trim, back foot rest, two-tone dial—gray center with ivory tinted numeral track, modern figures and hands. Made in black finish only. List price, \$1.95. "Country Club" is an electric alarm. Has lacquered metal case, black with nickel trim, back foot support, two-tone dial effect, Roman numerals, new type window alarm indicator, sweep second hand, low speed motor. Movement is rubber mounted. Made in black finish only. List price, \$2.50. Western Clock Co., La Salle, Ill.

### Metco Food Grater



Suitable for cheese, crackers, chocolate, toast, cocoanut, nut meats and other dry foods. Has self - contained glass bowl. It is  $7\frac{1}{2}$  in. high, lightweight and easily cleaned. Packed in individual boxes. Plain finish retails at 69c; enamel finish with rubber base at \$1.00. Metwood Mfg. Co., Rockford, Ill.

### Booklet On Life of Paint

An informative 8-page booklet, just released, graphically emphasizes the dangers of adding too much drier to raw oil in the making of "home-made" boiled linseed oil. The contents point out that when the paint film drys too rapidly, a "burning line" is reached, where the film, after a short life, "burns up," and disintegrates. The subject is concisely treated, providing an interest-

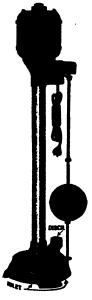
ing presentation of the drying time of linseed oil, showing how such drying time may be safely accelerated, without injury to the paint film. The booklet is entitled "Boiled Oil and the Burning Line of Paint Films," and copies are available upon request to Archer Daniels Midland Co., Minneapolis, Minn.

### Display Rack



Made of heavy wire, enameled green, 26 x 36 in. Six prongs in arch design hold heads only of tools. Card is in six colors. Side slots permit change of card. Gardex Inc., Michigan City, Ind.

### **Sump Pump And Drainer**



Vertical centrifugal with open impeller. Has bronze case and impeller, brass column, stainless steel shaft. Under side of bell shaped base, 9½ in. diameter, is protected by non-clogging brass screen. Motor, ¼ hp., 110 volt, 60 cycle, 1750 r.p.m., induction type. Has two ball bearings, drip proof, enclosed top. Underwriters approved 8 ft. rubber cord with flexible rubber plug. Automatic control switch. Copper float slides on brass rods with adjustable stops. Pump will remove water down to ½ in. deep. The F. E. Myers & Bro. Co., Ashland, Ohio.

### Injector Razor



Deluxe Model—Handle (designed to fit hand) in either onyx or black. Head is gold-plated and may be cleaned without touching blade. Blades automatically injected from metal, cartridge which holds them in oil. Packed in colorful molded boxes contained in cellophane-wrapped carton. List price.

\$2. Magazine Repeating Razor Co... 230 Park Avenue. New York City.

### Varnish And Display



Nu-Way, although applied with a cloth, is said to be neither a polish nor a liquid wax but a varnish. Made of Bakelite to give longer wear. It is said to be impervious to alcohol, hot liquids, water, strong soap or acid. Four sizes. List price, 20c, 35c, 65c and \$1.20. Introductory offer—action display free with small assortment. Sheffield Bronze Powder & Stencil Co., Inc., 55th & Woodland Sts., Cleveland.

### Furnace Pipe And Fittings

Catalog No. 35, on Furnace Pipe and Fittings, includes additional products recently developed and also contains descriptive matter and illustrations on Milcor Square Pipe and Fittings for Forced Air Systems. Also has several diagrams of typical problems. Arrangement of list prices permits the taking of a standard discount for practically the complete line. Catalog is spiral bound—50 pages. Milcor Steel Co., Milwaukee, Wis.

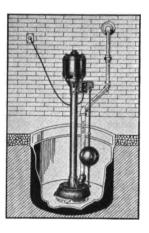
# MYERS CENTRIFUGAL SUMP PUMPS

Drain when Hains/

Seasonable thaws—sudden showers—heavy rains—spring brings flooded basements and cellars—the dread of property owners who frequently suffer inconvenience and severe loss during this period.

This then is the time to sell and install Myers Centrifugal Sump Pumps. Expertly designed, compact and durable, simple and easy to install, they automatically pump flood or seepage water from basement or cellar without care or attention. Just the service many of your customers will welcome as dry basement insurance through the spring season and all other seasons of the year.

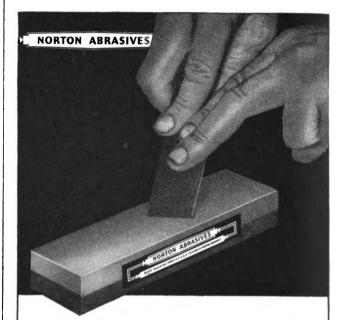
If you are not already stocking the new Myers Centrifugal Sump Pumps, or if you are not familiar with their many improvements, write or wire us for new Bulletin and complete information.



THE F.E.MYERS & BRO. CO.
ASHLAND, OHIO

PUMPS-WATER SYSTEMS-HAY TOOLS-DOOR HANGERS

MARCH 12, 1936



### OILSTONES

### For "Fussy" Customers

Oilstone users — Carpenters, Mechanics or Home Craftsmen — are usually "fussy" customers who know just exactly what they require in the way of results.

When you present NORTON ABRASIVES you show the one line that contains an oilstone for every sharpening purpose. A line that is accepted as standard by experts whose daily wage depends on the very keenest edges of every type from chisels and planes to surgeons' instruments.

Over 112 years of sharpening experience built into every item.

Let us send you descriptive literature and prices on these Oilstones, and the instructive booklet "How to Sharpen."

### BEHR-MANNING

Every
Hardware Dealer
needs:
Crystolon Oilstones
India Oilstones
Washita Oilstones
Hard Arkansas
Oilstones
Grinding Wheels

Scythestones Axe Stones Pocket Stones Knife Sharpeners Razor Hones (DIVISION OF NORTON COMPANY)
TROY, N. Y.

Return the coupon for complete details on the "NORTON ABRASIVES" line and a copy of "How to Sharpen."

BEHR-MANNING . TROY, N. Y.

Please send without obligation Catalog No. 17 and a copy of "How to Sharpen."

Name\_\_\_\_\_

ity\_\_\_\_\_State\_\_\_\_



# How's the Hardware Business?

(Continued from page 71)

seem to be signs that the recent widespread price-cutting has reached its limit, and that this past weakness will not prevent the reaffirming of current regular published schedules, for the second quarter.

Freight car loadings in the week ended February 22 set a fiveyear peak for the week despite a 7.1 per cent drop from the preceding week, due to the Washington's birthday holiday. The week's total traffic of 586,712 cars was 6.1 per cent above the corresponding week of last year, and 2.1 per cent ahead of two years ago. This was the thirteenth consecutive week in which the weekly total reached the highest mark comparatively in five years. Total loadings since the beginning of the year to February 22 were 4,815,106 cars, compared with 4,492,268 cars in the corresponding period of last

Employment in January, according to the national industrial conference board, decreased 8 per cent from December, but gained 6 per cent over January, 1935. Unemployed workers in January numbered 9,715,000, compared with 8,-992,000 in December, 1935, and 10,-340,000 in January, 1935. Compared with January, 1935, employment in January, 1936, improved 18.4 per cent in manufacturing and mechanical industries, 9.7 per cent in domestic and personal service, 5 per cent in transportation, 2.7 per cent in mining, 1.9 per cent in trade, and 5.4 per cent in miscellaneous industries. American Federation of Labor estimates are higher, setting the number of unemployed in January at 12,626,000 after an unusual increase from December to January. The Federation blames longer working hours and reduced manufacturing operations for the January job losses.

Cost of living in the United States made no considerable change in January as compared with December, according to the National Industrial Conference Board. Increases in the indexes of rents and coal were offset by declines in the indexes of food, clothing, and gas and electricity. Living costs in January were 3.9 per cent higher than in January, 1935, and 18.6 per cent



THE
PERFECT
STRAIGHT-LINE
NETTING

You can reduce inventory, speed up turnover, increase profits, by concentrating on these trade-marked poultry nettings from one dependable source.

U. S. STRAITLOK
Netting—the original
straight-line fabric—
is first choice everywhere for building poultry runs. It stretches
perfectly to wood or
steel posts; requires no
top-rail, no baseboard;
saves time, labor and
expense.

Made of Copperbearing Steel Wire in one and two-inch mesh, Gal-anized Before or Atter Weaving. Heights 12 to 2 inches.



PERFECT
HEXAGON-MESH
NETTING

U. S. HEXLOK Poultry Netting creates entirely new standards for hexagon-mesh fabric. More uniform, more rigid, neater in appearance, superior in service, this improved netting is easier to handle and sell.

It is available in all popular standard widths and weights, Galvanized Before or After Weaving; heights 12 to 72 inches. The one-inch mesh is made in three weights: No. 18, 19 and 20 gauge; the two-inch mesh in No. 16, 19 and 20 gauge; the one and one-half inch mesh, in No. 16 gauge. All wires are Copper-bearing Steel. Ask your Jobber or write us for further information!



INDIANA
STEEL & WIRE CO.
MUNCIE, INDIANA

# STRIKE OUT FOR MORE BUSINESS

# NOW!

USE-

Lists That Bring Maximum Success To Your Direct Mail Sales Promotion Advertising And To The Personal Sales Contacts Of Your Salesmen

### We can supply you with

### the following lists:-

- 1333 Outstanding Major Hardware Retailers whose sales exceed \$50,000.00 Annually.

  For \$15.00
- 11458 Major Hardware Retailers whose sales exceed \$30,000.00 Annually.

For \$6.00 per M.

- 6545 Hardware Retailers whose sales are \$20,000.00 to \$30,000.00 Annually.

  For \$6.00 per M.
- 15772 Hardware Retailers whose sales are less than \$20,000.00 Annually.

  For \$6.00 per M.
- 33775 Hardware Retailers (Complete List).
  For \$4.50 per M.
- 8144 Builders' Supplies Dealers.

  For \$6.00 per M.
- 1043 Department Stores handling Hardware and Housefurnishings. For \$6.00 per M.

We also supply lists of hardware retailers in one state or in as many states as may be desired. When more than 2000 names are purchased, the price is \$7.00 per M names.

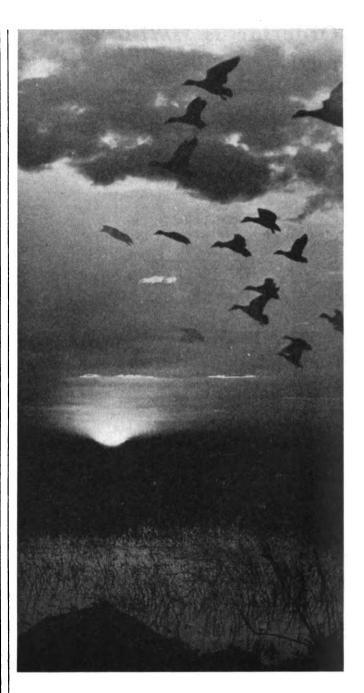
ALL LISTS ARE COMPILED IN LOOSE LEAF LIST FORM. WHEN DESIRED ON 3"x5" CARDS THERE IS AN EXTRA CHARGE OF 60° PER M. FOR THE CARDS.

WE ALSO DO ADDRESSING AND MAILING OF CIRCULAR MATTER AT REASONABLE RATES.

Ask for Details

### HARDWARE AGE

Direct Mail Addressing Dept. 239 West 39th Street, New York, N. Y.



# Observe the rules of wise conservation

It is your patriotic duty to help to restore and conserve American wildlife for your own enjoyment and that of future generations.



E. I. DU PONT DE NEMOURS & CO., INC. Sporting Powder Division Wilmington, Delaware



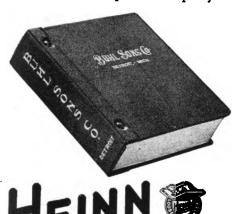
### Ordering is simple for this retailer .



### HOW ABOUT YOU

Do you waste your time writing, wiring, or telephoning for more recent information-or trying to keep an obsolete tightbound catalog up-to-date by pasting in corrections? • Save time and help yourself to increased new-goods business, by asking your wholesaler to supply you with a loose-leaf catalog. Then you file the new catalog sheet where it belongs, the day it comes — and you can put your finger on up-to-date information instantly — on any item. • Tell your wholesaler's salesman you want this service. Write the house, too they'll be glad to know of your interest.

Wholesalers: Write on your letterhead to THE HEINN COMPANY, Dept. 326, 326 W. Florida St., Milwaukee, Wis., for new book, "The Catalog Question," showing how you can furnish a modern, efficient loose-leaf catalog service at much lower cost per dealer per year.



Originators of the Loose-Leaf System of Cataloging Branch offices in principal cities

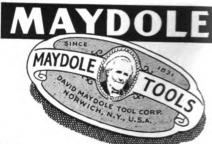
higher than in April, 1933, the low point during the depression, but were 15.1 per cent lower than in January, 1929. The purchasing value of the dollar was 117.9 cents in January, the same as in December, as compared with 122.5 cents in January, 1935, and "par" (100 cents) in 1923.

Sharp increases in farm products were largely responsible for a small average gain, 1/5 of one per cent, in the index number of wholesale commodity prices during the week ending February 22, reported by the U. S. Bureau of Labor Statistics. The general index now stands at 80.8 per cent of the 1926 average. Farm commodities are away ahead of other lines in their regaining of values since March 1933, with a comeback of over 80 per cent. Foodstuffs at 52 per cent, hides and leather at 43 per cent and textiles at 39 per cent have made the next best showings.

Electric power output in the United States during the week ended February 22 showed a less than seasonal decline of 0.4 per cent from the preceding week but held 12.3 per cent above the similar week of last year, the highest on record for the week, the Edison Electric Institute announced. Production amounted to 1942 million kilowatt hours for the week, compared with 1728 million in the corresponding week of last year.

January exports of merchandise from the United States in January were reported by the Department of Commerce at \$198,436,000, an increase of \$22,213,000 over January 1935. Imports in January reached \$186,915,000, a gain of \$20,083,000 over the same 1935 month. For the seven months ended with January, exports totaled \$1,456,089,000, and imports \$1,240,246,000, gaining respectively 14.4 per cent and 29.5 per cent over the similar period a year previous.

Bank clearings for 22 leading cities for the five days ended February 26 totaled \$5,018,780,000, an increase of 8.9 per cent over the like period last year, Dun & Bradstreet report. Despite the Washington birthday holiday, the gain over a year ago was better than in the preceding six days. In New York clearings made an increase of 6.9 per cent over a year ago, and in cen-



### The LABEL OF QUALITY

When skilled mechanics see the name MAYDOLE on a Hammer, Wrench, Chisel or Punch, they know from past experience that the tool is of highest qualityof superior design and excellent workmanship.

They know too, that back of the Maydole Label is a Company which has been manufacturing quality Hammers and other tools for many decadescentury to be more exact.

Sound Merchandising—Maydole Tools are sold under a clean sales policy, which provides for distribution only thru recognized dealers and wholesalers of Good Hardware.

Maydole Sales Representatives

SURPLESS-DUNN & COMPANY 74 Murray Street New York, N. Y.

34 No. Cliaten Street Chicago, Illinois

JAMES A. RIORDAN COMPANY 1600 East 7th St. Les Angeles, Calif. 955 Bryant Street San Francisco, Calif.

5319 Admiral Way Scattle, Wash.

AVID MAY OOL CORPOR MAYDOLE TOOL

### GET THIS CLOSER ..ON APPROVAL

See for yourself-lt's the greatest Door Closer ever made.



Everedy's 1936 Door Closer with the "Double Jointed" door bracket is Easy to Sell because this exclusive feature makes it Easy to Install. Fool

Note to Jobbers and Dealers: Take advantage of Everedy's "Sample-On-Approval — Post Pald" Plan. Write for any Everedy item in which you are interested. SEND NO MONEY!

### FOR SPRING AND SUMMER **PROFITS**



### EVEREDY DOOR BRACES

Everedy Turnbuckle Door Braces elim-inate "Door Sag." 16" to 72" in length.

EVEREDY DOOR GRILLES

Everedy Adjustable Screen Door Grilles prevent "Screen Bulge." Hand Woven and Expanded Metal. Fit door of almost any size.



Write Us Direct for Literature
"Sample-On-Approval."
Order From Your Jobber

THE EVEREDY CO. To

# REVOLUTIONARY



# Actually WIPES CLEAN!

Ninety percent of your customers want a better wiper blade. Here it is!

Any motorist who picks it up will buy it. He can see at a glance that this carbon-base rubber blade, with its perforations and flexible wiping ribs, will keep his windshield cleaner and drier than ever before.

Write for complete information on this revolutionary Rex-Hide blade. It's a fast-selling profitmaker!

SALES HINT—for sleet removal and ice prevention, dip a pipe cleaner in glycerine, hang in hollow tube.

\*All Metal Parts Stainless Steel

REX-HIDE, INC., East Brady, Pa.
MAKERS OF REX-HIDE CARBON-BASE BRAKE LINING



WINDSHIELD WIPER BLADE

### **Gras Shaver—The Super-Sickle**

Edged With Razor Blades

### Retails Profitably At \$1.00 Complete With Blades

A new tool primarily for lawn use, eliminates a great deal of the work that now has to be done with Clippers or Grass Shears. It

### Actually Shaves Grass With Little Or No Effort



(Patent Pending)

Uses any Double-Edged Razor Blades. No resharpening cost, as with an ordinary sickle when a stone-nick means a complete resharpening job. Made-to-last of durable Forged Steel with Non-Slip Grip Handle.

Sells soon as displayed. If your Jobber cannot supply—order direct, but try your Jobber first.

### GRAS SHAVER COMPANY

90 AMES BUILDING, BOSTON, MASS.

# We Welcome You Back to Memphis—

Southern Hardware Jobbers Association
American Hardware Manufacturers Association
in joint convention
April 20th

# HOTEL PEABODY

"The South's Finest-One of America's Best"

F. R. Schutt Vice Pres. & Gen'l Mgr.



### Who Said: "SAMPLES?"

Sure you can have some. Try POLLY-WADS yourself—see the "difference." These new, chemically treated papers pollsh ALL metals in a jiffy, including Silver, Brassware, Chromium, Aluminum, also Glass. No harmful ingredients. Will not scratch delicate plating.

# POLLYWADS Polishing Papers

come cellophane wrapped, ten convenient size papers in strikingly attractive Red and Blue package to retail profitably at 10 cents. So completely satisfactory REPEATS follow soon as used. Packed 24 packages in Display Carton. Write for FREE Samples and our Sales Promotional Plan No. 1 Using Demonstrations.

PADCO, INC.480 Lexington Ave., N.Y.

# Increase your sales

"Here you are, Sir. See that DATE-LINE? That proves they're fresh."



"That's a smart outfit, good people and good merchandise."



DO THIS — It takes only one second to point out that "EVEREADY" BATTERY Date-Line.

ters outside New York, a rise of 13 per cent over 1935.

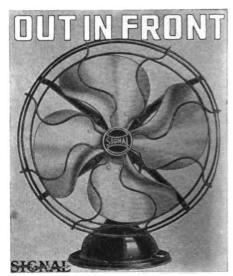
Business profits in 1935 made some recovery, according to a tabulation by the Associated Press. Reports of 230 corporations for 1935 show an average 37.9 per cent gain in net income over the previous year. Looming large in this total are the earnings of General Motors-up 76 per cent-and United States Steelreporting a small 1935 profit, against a huge 1934 loss. Omitting these, the gain for the 228 companies is 26 per cent. High on the list of increased profits are farm machinery, steel, automobile and auto parts, railroads, building equipment, and chemical firms. Among the major groups, railroads made the best percentage of gains, more than doubling their small 1934 net income. Industrial corporation net earnings picked up 50.5 per cent, communications, 18.5 per cent, and utilities, 5.8 per cent. Groups with profits under the 1934 level last year include retail trade, tobacco, oil, and

### Portable Humidifier

foodstuffs.



Hexcel—Has self-contained electric heating element; 110 volts, A.C., 60 cycle; automatic shut-off switch. Evaporates over 1½ pints of water hourly. Capacity, 1½ gallons. Said to provide true filtered, washed, humidified, circulated air, simply and effectively. Made of copper. Height, 30 in.; diameter. 12 in.; weight, 25 lb. List price, \$39.75. Hexcel Radiator Co., Racine, Wis.



### SILENT BLADE FANS

The new Cool Spot line of popularly priced fans has everything it takes to make quick, profitable sales--- and satisfied customers -

A smart-looking fan line not only appealing in design but more serviceable than ever—as free from noise as modern engineering can make fans—a greater volume of air farther—evenly, smoothly, quietly. With Signal Fans go a reputation that's known far and wide for quelity and service. Write now for Signal's new merchandising program.

SIGNAL ELECTRIC MFG. CO. MENOMINEE, MICHIGAN

# SIGNAL =

# The best thing <u>on earth</u> for lawns and gardens



### FREE Sales Helps

LOMA'S 1936 dealer advertising material—new and colorful —includes:

3 - Piece Window Displays
— Counter Easels — Price
Cards — Overhead Banners
— Consumer Leaflets —
"Good Gardening," etc.
Correspondence invited.

L O M A 61 Broadway, N. Y. C.

Loma
THE PERFECT PLANT FOCE

HARDWARE AGE

### 15,000,000 Worn-Out Mail Boxes Await Replacement

You can see hundreds of rickety mail boxes every day, disfiguring the entrances of otherwise attractive homes—an enormous market for Mailmaster Mail Roxes.

This is the season when Home Owners are thinking about "sprucing up", and now is the time to show them the

### Attractive, Low-Priced Mailmaster

and other Fulton Mail Boxes to take the place of their present unsightly makeshifts.

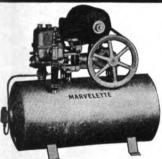
Every Home Owner can afford the Mailmaster—a sturdy, high-quality box that retails for 75¢ or less . . . sloped roof keeps out rain and snow . . . door hinged at top closes of its own weight. Write for information and prices

### PATENT NOVELTY COMPANY 305 Eighth Ave. Fulton, Illinois

POLLY PRIM Dust Pans
POLLY PRIM Recipe Cabinets
RUST-RESISTING Mail Boxes
POLLYANNA Dust Pans

JUMBO Fire Shovels
FULTON Crumb Sets
FULTON Document Boxes
BLUE-BIRD Indoor Clothes Lines

# SELL WATER SYSTEMS that PROTECT YOUR PROFIT!



Deming offers you everything you need to make and protect water system profits. Two of many outstanding Deming VALUES in Water Systems are illustrated.

### For Shallow Wells

The Deming "Marvelette"

\$52.75 and up T.O.B. SALEM, OHIO

Full Cushioned Power. Noiseless. Automatic Air Control Repulsion-Induction Motor. Stainless Steel Piston Rod. Capacity 250 gallons per hour.

### For Deep Wells Deming Fig. 562

Worm Drive Water System

\$95.00 and up F.O.B. SALEM, OHIO

Ball bearing equipped. 5 inch stroke. Exceptionally quiet in operation. All working parts fully enclosed. CYLIIIDER REGULARLY included in list prices.





# Write for complete information

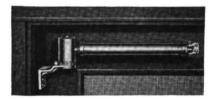
BROADWAY PUMP. MANUFACTURERS SINCE 1880

 After all, you're really selling satisfaction when customers repeatedly come back for more. And the success of your business depends largely upon repeat sales. Steady, substantial profits are made when you sell HOLTITE Products, for these dependable, widely used assembly units give complete satisfaction at all times - under the most exacting conditions. Stock the complete line. Sold through Hardware Jobbers CONTINENTAL SCREW Office & Factory SOUTHERN BRANCH NEW BEDFORD 1421 Fort Street 6529 Russell Street Chattanooga, Tenn. Massachusetts

Detroit, Michigan

### TRADE (CHICAGO)

### **CHICAGO** CHECKING DOOR CLOSER



Type 25

### New and Improved

The new Type 25 Chicago Checking Door Closer has been designed as a strictly quality product suitable for Screen Doors, Combination Doors and Light Interior Doors.

Send for full information regarding this popular New Closer. It has many excellent selling features that will appeal to your customers.

Chicago Spring Hinge Company, CHICAGO **NEW YORK** 

U. S. A.

### **──OBITUARY**

### JOHN SORN, SR.

John Sorn, Sr., 72, retired hardware merchant, died suddenly Feb. 22 at his home in Mount Healthy, Ohio.

### PETER DUNKIRK

Peter Dunkirk, 79, prominent Union Grove, Wis., hardware merchant, died suddenly at his home there. Mr. Dunkirk had been in the hardware business in Union Grove for the past 43 years. Two daughters survive.

### WILLIAM M. KANE

William M. Kane, 42, representative of the Patterson Sargeant Co., Cleveland, Ohio, manufacturer of paint, died suddenly Feb. 24 in a dentist's chair where he had gone to have some teeth

extracted. Mr. Kane had made his residence at 89 Newbury St., Hartford, Conn., since coming there nine years ago to represent his firm in Connecticut and Massachusetts.

He had been with Patterson Sargeant since the World War and before coming to Hartford, he represented his firm in Kansas City, Mo. Mr. Kane was also a member of The Nutmeggers. His widow and a daughter survive.

### J. JEROME BYRUM

J. Jerome Byrum, 55, one of the founders of the Byrum Hardware Co., Ensley, Ala., died of pneumonia at a Birmingham hospital Feb. 27. He was with the store for 30 years. Two brothers survive.

### J. A. HORNE

J. A. Horne, 54, hardware merchant of Coleman, Tex., passed away recently. In 1907 with Oscar Beck, he established the Horne-Beck hardware store and funeral home. In 1918, Mr. Horne purchased his partner's interest and since had been the sole owner. He leaves his widow and two sons.

### JOHN D. WILLIAMS

John D. Williams, 74, in the hardware business in Sulphur Springs, Tex., for more than a half century, passed away recently. He leaves his widow.

### EDGAR O. CHRISTENSON

Edgar O. Christenson, 54, in

ford, Wis., for 29 years, passed away recently of a heart attack. He operated the firm of Leech & Christenson. His widow and two daughters survive.

### ALEXANDER D. PERRY

Alexander D. Perry, 68, a hardware dealer in Belvidere, N. J., for more than 40 years, died Feb. 16. He had been in poor health for a year. He is survived by his widow and four sisters.

### JOHN DUFFY

John Duffy, 66, president of the Grand Rapids Hardware Co., Grand Rapids, Mich., and prominent citizen of that city, died Feb. 10 after a long illness. He was chairman of the Michigan Trust Co. and a well-known philanthropist and clubman. He the hardware business in Hart- leaves his widow and a daughter.

### U. S. "Approved" Forest Camping Outfit Featured by Montana Hardware

A special "forest" outfit was featured by the Montana Hardware Co., Butte, Montana, last summer. Priced at \$3.50, it included a sturdy collapsible bucket, a camp axe and a camp shovel, all required by the United States forest service for campers in government-controlled forests. Six rules for preventing forest fires were given in the accompanying copy. "Get Out and Get Under the Sky" was the caption of the general ad promoting all types of camp goods. "Spend the week-ends out in the glorious out-ofdoors and take the kids along. Go vagabonding. Get out and sleep under the sky. It's summer and worth a million dollars just to be alive. But when you go . . . go with the comfort and convenience our camp goods offer."

### **Tucker Catalog**

"House of Tucker"-illustrates part of line of recliners, rockers, straight and yacht style chairs in actual colors. Introduces additions to line of juvenile and toy furniture, new line of folding chairs and float for artificial bait fishing. Tucker Duck & Rubber Co., Fort Smith, Ark.



### Blue Book Of Saws

This catalog is attractively printed and bound in blue, gold and buff cover. It gives full descriptions, specifications, data and illustrations. There are 13 major departments with a complete department index beginning at each chapter: Circular Saws, Band Saws, Saw Tools, Machine Knives, Metal Saws, Cross Cut Saws, Wood Saws, Hand Saws, Pruning Saws, Butcher Saws, Trowels, Specialties and Files. This is followed by a complete cross index. A simple telegraphic code is included, which will save money when making telegraphic communications. E. C. Atkins and Co., 410 South Illinois St., Indianapolis, Ind.

### "World Time" Clock



Gives the time in various parts of the world in relation to the time at the place where the clock is situated. It is valuable for short-wave broadcasts, national and international business, travel, etc. Case is mahogany finished, 31/2 in. across the base and 8% in. high. No. 110 is fitted with electric movement; No. 4272 with 8-day spring movement. Wm. L. Gilbert Clock Corp., Winsted, Conn.

### 4 Reasons Why

### RICH LADDERS

Are the Dealer's "Best Bet"

- L. Outstanding Quality. Made of carefully selected, air-dried, clear spruce with rust-resisting cadmiumplated hardware. Unequalled for strength, safety, durability and light weight.
- 2. Priced Right. The customer gets extra big value for his money-and your profit is right!
- 3. Complete Line. Extension, step, fruit picker's, paper hanger's, painter's and every other type of ladder in every wanted size. The Rich line will meet every ladder need of your trade.
- 4. Quick Shipments. Warehouse stocks at convenient points combined with complete modern manufacturing facilities insure prompt shipment of your orders.

### Ask Your Jobber

or write us for complete catalog of ladders, ironing tables, step stools, wash boards, clothes props and other fast-selling profit-makers.

The Rich Pump & Ladder Co. 1028 Depot Street Cincinnati, Ohio



### **EXCLUSIVE SALES FEATURES**

Make Volume Business-Profits-and Customer Satisfaction

SECOND—The PREMAX Floating Head Sprinkler discharges 11/2 times as much water as a leading competitor in the same price class, and over twice as much as a prominent higher-priced mode, under identical conditions.

PREMAX gives him a guarantee that this is one sprinkler that just won't wear out. It meets his needs-and that means ready sales everywhere.

> Get Bulletin HS-36 and prices. Your Jobber can supply you.



PREMAX SALES DIVISION, Chisholm-Ryder Co.,Inc., Niagara Falls, N.Y.

### ONE-HAND POWER-MOWING

is easiest to sell!



"One-hand mowing" - just stroll along and guide the whirling reel .. that's how far away from twohand, back-bending yard work your power-mower prospects want to get!

LAWN-BOY is easiest to sell because it's more than a hand-mower with a motor attached-it's designed from the ground up to meet the problems of the average lawn. A youngster can operate it. 20c pays for a day's fuel. Hundreds in use. 5th successful year.

Dealers—Write for profitable proposition.

EVINRUDE LAWN-BOY 1602 W. Hope Ave., Milwaukee, Wis.



Rubber tires optional at moderate cost.



### You Can BANK on "BLACK LEAF 40

The Many Year 'Round Uses Mean Constant Turnover and Extra Profits for You



"Black Leaf 40" is a constant, year 'round Because of its many uses it is profitmaker. always in demand. This constant demand means extra profits for you and eliminates the need of carrying a wide stock of insecticides.

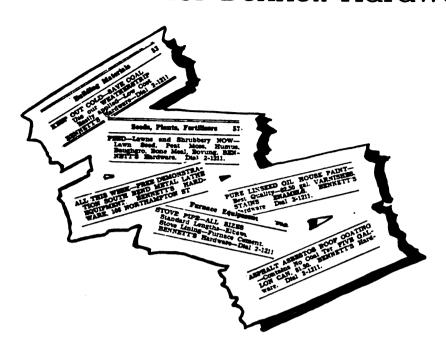
The ever-growing popularity of "Black Leaf 40" is due to just one thing—RESULTS. "Black Leaf 40" kills both by contact and by fumes. It kills aphis, leaf hopper, red bug, thrips, etc.; aids in the control of insects that damage fruit; kills scab and ticks on sheep and lice on livestock; a little sprayed on shrubs and evergreens keeps dogs away and prevents staining. It is a most efficient and economical means of delousing poultry.

### NATIONALLY ADVERTISED

Whatever the season there is always a strong advertising campaign behind "Black Leaf 40". Advertisements in nearly 4,000 publications help you sell. Check over your stock, be sure you have plenty of all sizes on hand. Ask your jobber or write direct for display material to help you sell "Black Leaf 40."

Tobacco By-Products & Chemical Corp. Incorporated Louisville, Kentucky

# Classified Ads Help Sell Merchandise for Bennett Hardware



FOUR-LINE classified ad in the local newspaper each day costs the Bennett Hardware Store, Easton, Pa., \$1.40 per week. These classified ads are used

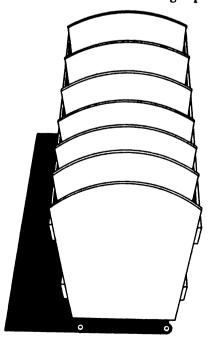
to promote items for which the number of prospective customers is limited. Display advertising is used to feature items of general appeal. "In previous years we relied almost entirely on direct mail to promote special items, such as machinist's tools, bricklaying tools, etc. We had built up mailing lists covering practically every classification of trades, but we found that under present conditions a large number of these people are not employed or will not be in the market for tools until more steady employment is assured.

"Instead of wasting a large amount of time and postage in mailing letters we are now advertising these items in the classified columns, and the results prove that mechanics who are interested read these ads because we have had response to every advertisement that has appeared so far.

"We change the classified copy twice a week, but always use four lines. This seems to be a good and inexpensive advertising method to dispose of surplus items as well as special tools and equipment."

### Garden Hose Display Fixture

HE management of the Arcadia (California) Hardware Store has contrived a convenient fixture for displaying garden hose without taking up



much floor space. It is illustrated in the accompanying sketch.

The fixture in some respects resembles a cradle with castors instead of rockers. It is divided into eight narrow compartments by partitions placed on 9 inch centers. There is sufficient space in each compartment to accommodate two 50-foot rolls of hose, which may be displayed better on end than coiled on the floor, according to G. S. Eberly, one of the proprietors. Therefore 16 bundles of hose may be displayed on the fixture which requires not more than 6 feet of floor space 18 inches wide. Since it is on castors, the fixture may be shifted to any point in the store, or moved into the entranceway, as desired.

### Anna And Andy Sponges, Etc.

The importance of modern merchandising ideas has been recognized in marketing the "Anna and Andy" lines of sponges and chamois. Each sponge has a handy hanger tape, is sterilizer, and sealed in cellophaone. Special vending units, in colors, and of special types, have been designed to increase the salability of the sponges. Each chamois is now packed in a colorful "comic page" envelope having human interest and display value. Stand-up easels quickly transform the chamois package into an excellent counter display, which takes up little space. Both products are approved by the "Good Housekeeping Institute."

Eye catching window or counter cards; a pamphlet which shows dealers several ways to dress windows or counters with sponge and chamois displays; window streamers, and trade and consumer advertising are other helps embraced by the merchandising program, which has been prepared with a definite appreciation of dealer problems. In addition, a unique electrically operated window display unit will shortly be made available by the company. American Sponge & Chamois Co., Inc., 47 Ann St., New York City.

### Sprinklers And Accessories

Catalog A—23 pages. Allen lawn sprinklers and garden hose accessories. Gives complete specifications and price information—illustrated in colors. W. D. Allen Mfg. Co., Chicago.





### You Should Know About CUPRINOL

It is the invention of a Danish scientist, used most successfully in Europe for over 20 years, and now made available to the American hardware trade as a new item for profitable sale to the house owner, farm owner and boat owner.

### Prevents Rot, Decay, Mildew, Fungus Growth and Termites

CUPRINOL is a liquid containing organo-metallic salts which penetrate the fibres of wood and fabric to form a protective coating which is insoluble in water. and non-volatile. It is a definite protection against mildew, wet and dry rot, fungus and insects-including termites—that will have immediate appeal wherever wood and canvas is used.

### For Wood and Canvas

Made in two grades: "Cuprinol for Wood" and "Cuprinol for Canvas." In pint cans at 75 cts., 12 in Display Cartons, \$9.00 less 33 1/3%; quart cans \$1.15, 6 to a carton, \$6.90 less 33 1/3%, retail discount. Information and prices on larger units on request.

Through Your Wholesaler

CUPRINOL, Inc.,

1190 Adams Street Boston, Mass.



METAL SPONGE SALES CORP., **Philadelphia** 

### **SHERMAN**

**Brass Fittings** for

**Spray Outfits** are

POPULAR SELLERS Fig. 63-A



A high-grade thoroughly dependable line. Every fitting made of durable BRASS especially designed to withstand the heavy pressure and severe usage to which Spray Apparatus is usually subject.

120 shows High Fig. 120 shows High Pressure Coupling used in connection with spraying and car washing, and for heavy duty service on steam, air or water hose. Fig. 65 shows Spray Head and Fig. 63-A Angle Y. Send Pressure for Literature on complete line of Brass Spray Fittings.

Sold through Jobbers.

H. B. SHERMAN MFG. CO. **Battle Creek** Michigan



### ESICO SOLDERING IRONS ARE EASIER TO SELL



FREE!

Now you can get this beautiful eye-compoli-ing display — free. You den't have to do anything but unwrap it and hang it on your wail over the counter. Then watch it do its own selling!

Wherever ESICO displays are featured at the point-of-sale, electric soldering irons are 80LD!

Today—like so many hundreds of our dealers, convince yourself! Order one of these "self-merchandising" displays from your distributor new—or write us direct, giving your distributor's name, so that we can bill the order through him. A quality product plus proper





ELECTRIC SOLDERING IRON CO., INC. 342 West 14th Street, New York, N. Y.

### **New Catalogs**

### Waterproofing

Rainy Day-is applicable to anything made of cloth, canvas, leather or wood. Maker claims it will not stop pores of material and makes leather soft and pliable; does not make articles greasy. oily or heavier. Protection Products Mig. Co., 503 New Centre Bldg., Detroit, Mich.

### **Dust Mop**

Dispo-utilizes a roll of tissue, chemically treated to pick up dirt. Outside layer is torn off as it becomes soiled. Attachable to long handle. List price, 69c; refills, 10c. Hunter Products Co., 6 N. Michigan Ave., Chicago,

### Dish Rack

Dutchman's 434 in. wide and holds 12 full-size dinner plates in rubber mountings. Adjustable to widths. Available in red, green, ivory and black. Two or more may be fastened together by special clip. List price, 50c; chrome finish, 75c; clips, 5c. G. N. Coughlan, Orange, N. J.

### Acco Utility Jack

Suitable for stretching, pulling, binding or lifting. Capacity 4.000 lbs. Consists of frame with operating parts, 10 ft. anchor chain. Eccentric axle transmits power through two pawls engaged in the wheel. American Chain Co., Inc., Bridgeport, Conn.

### Lantern And Battery

Twin-Six Lantern reduced to two lbs. and 33 per cent in weight. Switch is on handle to facilitate one hand operation. Uses 3-volt battery with only two connections. Focuses without removing glass lens. The General Utility Battery is said to equal two old type No. 6 cells. Reduced 40 per cent in weight and 30 per cent in size. Said to be leakproof and moisture proof. Burgess Battery Co., Freeport, Ill.

### FHA Booklets

"If You Want a Better Home" and "How to Have the Home You Want." First explains operation of home modennization loans up to \$2,000. Latter gives detailed information about loans and illustrates types of homes and improvements. Limited copies of each supplied without charge. Federal Housing Administration, Washington, D. C.

### Masback Catalog

No. 36-767 pages illustrating and describing the lines stocked by the firm. The catalog has been rearranged to provide a more logical sequence of merchandise. At the bottom of each page is a different promotional line. Complete alphabetical index. E. R. Masback Co., Inc., 326-328-330 Hudson St., New York City.







# THE MODERN COFFEE

### for **MODERN KITCHENS**

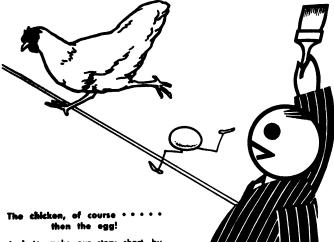
The Arcade Crystal Aromatic Coffee Mill has style aplenty
... modern style that adds tremendously to its sales appeal ... but the designers did not stop with beauty alone. They produced the most efficient mill as well. There is an air tight glass hopper ... a graduated receiving cup for measuring ... and an improved type of grinding burr which permits grinding to any degree of fineness from coarse to pulverized. Ask your jobber to supply you.



**CRYSTAL AROMATIC** COFFEE MILL

ARCADE MFG. CO., FREEPORT, ILL.

### WHICH CAME FIRST?



And to make our story short, by similar reasoning the same conclusion holds true for the brush and paint. The paint came first. However, in terms of service to man, though the egg and the chicken are indispensable, each can be used individually without aid or abetment from one or the other.

But not so, with the brush and paint. Though it is true that the hen begot the egg, and paint begot the brush, the laws of the respective natures of

the two pairs follow their individual paths to glory. The chicken and the egg follow one the other as the night the day, but paint and the brush have married and they go hand in hand. This story is a little longer than we

originally had intended, but the moral is that if you have the



paint we have the brush. Fundamentally yours

# baker brush co., inc.

### A CURRENT PROFIT LEADER EVERYWHERE

"SHO-BLO"

**FUSE PLUG** 

Speaks for Itself "IT SHOWS WHEN IT BLOWS"

The condition of the new USALITE "SHO-BLO" self-indicating fuse is clearly indicated by the letters "OK" while in good condition and shows the letters "NG" when it blows.

NO MORE QUESSWORK!

**RETAILS AT** 

5¢ each

There's nothing else like itneres nothing else like it— yet it costs no more than ordinary fuses. Equipped with handy porcelain grips— distinctive color centers for each size, with Under-writer's Laboratories seal on every fuse. every fuse.

Packed 50 to an attractive merchandising display carton (as illustrated). 5 each in convenient consumer packages to boost your sales and increase your profits. Ask your Jobber about them — or write us today!



The greatest bit of electrical ingenuity in years! Manufacturers of a complete line of nationally known USALITE Flashlights and Batteries

UNITED STATES ELECTRIC MFG. CORP. 222-228 West 14th St., New York, N. Y.

### STOKER LINE

### priced to compete in the small-home market

1935 automatic coal stokers has created a business volume that, with new cost-reducing machinery, enables us to announce drastically lower prices for 1936 . . . on regular precision-built Link-Belt models, with new exclusive engineering features added. The line is complete: domestic to 300 H. P.

Backed by a world famous, \$18,000,000, AAAA1 rated company, 60 years in business, is an effective merchandising program that includes:

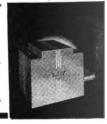
- Phenomenal acceptance of our —direct factory financing on a new 5% plan. -floor plan for display
  - stokers.
  - advertising, promotion, sales and engineering assistance.
  - -participation in local advertising.
    - national advertising on stokers; the company's products advertised in more than 100 trade papers.
  - traveling representatives to help the dealer train men, survey jobs and close sales.

Write for literature and dealer plan; we will advise you if your territory is still unas-

### LINK-BELT COMPANY

Stoker Division 2410 W. 18th St., Chicago.

Send dealer plan to:.....



# Who Makes It?

Information regarding sources of supply as provided readers of *Hardware Age* by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in *Hardware Age* "Who Makes It?" section or issue.

GOWANDA, N. Y.: Where can we purchase soapstone, as used for heating purposes? — M. H. Luce Hardware Co.

ANSWER: Vermont Soapstone Co., Perkinsville, Vt.

FORT LAUDERDALE, FLA.: Where can we buy double-acting hinges for a door % in. thick?—Railey-Milan Hardware Co.

ANSWER: Sargent & Co., New Haven, Conn.

DOVER, N. H.: Where can we get repair parts for Defiance lawn mowers?—J. Herbert Seavey.

ANSWER: A. & A. Sales & Service, 618 North Cicero Ave., Chicago, Ill.

DANBURY, CONN.: Who makes ice boats?—The H. J. Heyman Department Store.

ANSWER: Warhawk Co., 208 Rock St., Fall River, Mass.

SAVANNAH, GA.: Who makes Micarta serving trays?—S. Bernstein Crockery Co., Inc.

ANSWER: Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

WHITE PLAINS, N. Y.: Where can we purchase non-tarnishing silver chests?—Fowler & Sellars Co.

ANSWER: M. T. Naken, 233 Schiller St., Chicago, Ill., and Associated Silver Co., 4450 Ravenswood Ave., Chicago, Ill.

SHELLMAN, GA.: Who makes repair parts for the Sanders disc plow?—The Curry Co.

\* \* \*

ANSWER: Rock Island Plow Co.

Manlius, N. Y.: Who makes teat dialators?—J. H. Couden Hardware.

ANSWER: G. P. Pilling & Son Co., 23rd & Arch Sts., Phila., Pa.; Moore Bros., 83 Green St., Albany, N. Y.

HARTFORD, CONN.: Provide name of manufacturer who makes a 1-qt. fire extinguisher that operates by turning the handle.—The Tracy, Robinson & Williams Co.

ANSWER: Columbia Fire Extinguisher Co., Inc., 174 Centre St., New York City.

HARRISVILLE, W. Va.: (1) Furnish names and addresses of manufacturers of clothes pressing equipment suitable for cleaning and pressing shop and (2) who makes Kramer wagon wheels?—Stout Hardware Co.

ANSWER: (1) Savage Arms Co., 100 E. 42 St., New York City; United States Hoffman Machinery Co., 109 4th Ave., New York City; Prosperity Co., Inc., Syracuse, N. Y. (2) Kramer Wagon Co., Oil City, Pa.

Off. City, Pa.: Who makes hand bags, reinforced for carrying money from office to bank?—Seep Bros. Branch, United Hardware and Supply Co., Inc.

ANSWER: K. Kaufman & Co., 169 Murray St., Newark, N. J.; Boyle Leather Goods Co., 36 E. 31 St., New York City.

FORT MADISON, IOWA: Where can we purchase (1) Aladdin kerosene lamps, (2) rubber sink strainers, (3) soapstone pancake griddles, (4) glass mail boxes?—Hiram's Paint and Hardware.

ANSWER: (1) Mantle Lamp Co. of America, 609 W. Lake St., Chicago, Ill.; (2) Auburn Rubber Corp., Auburn, Ind.; (3) Vermont Soapstone Co., Perkinsville, Vt.; (4) Geo F. Collins & Co., Sapulpa, Okla.

HOLYOKE, Mass.: Who makes the Unique Sash Balance?—J. Russell & Co., Inc.

\* \* \*

ANSWER: Unique Window Balance Corp., 296 E. 134 St., New York City.

ABILENE, KAN.: Furnish name of manufacturer of the Sentinel electric washing machine.—Western Retail Implement And Hardware Association.

ANSWER: Apex Electrical Mfg. Co., 1100 E. 52 St., Cleveland, Ohio.

MARTINS FERRY, OHIO: Who makes a steel cabinet that fits under sink to make a cabinet sink combination?—Leo Craver Hardware.

ANSWER: Steel Kitchen Corp.. Connersville, Ind.

BROOKLYN, N. Y.: Where can I buy shoe calks?—Chas H. Chapman, Ir

ANSWER: General Mfg. Co., Waterbury, Conn.; Star Heel Plate Co., 357 Wilson Ave., Newark, N. J.; Lufkin Rule Co., Saginaw, Mich.

ASBURY PARK, N. J.: Who makes (1) Fair Facts bathroom supplies and (2) the wringer and washboard combination?—Lazarow Bros.

\* \* \*

ANSWER: (1) Fairfacts Co., Inc., 234 W. 14 St., New York City. (2) Wood-Tex Inc., 137 Greene St., New York City.

HARDWARE AGE

# The BIG Season! It's Here.

And the popularity—the 3 times longer life—the National Advertising has paved the way for dealers to make big sales—profitable sales on



If you have not sold "CHICAGO" Roller Skates in the past, put in a few—watch them go. Then you'll know how profitable they are and why they have a record for "sell-outs."

Get in touch with your Jobber or write us for prices, displays and helps.

CHICAGO ROLLER SKATE CO.
World's Greatest Roller Skates for over 34 years.
4456 W. Lake St. CHICAGO, ILL.



# Classified ads in Hardware Color Co

### nothing like em



# 1 NOTHING LIKE THE AXOLOTU

THIS CREATURE LIVES IN THE WATER THE FIRST PARI OF ITS LIFE, THEN LOSES GILLS, GROWS STRONGER LEGS AND MOVES TO LAND.

## 2 NOTHING LIKE GULF ELECTRIC-MOTOR OIL EITHER

THIS IS THE <u>ONE</u> OIL MADE SPECJALLY FOR ELECTRIC REFRIGERATOR AND WASHER MOTORS. HAS WIDE, UNTOUCHED MARKET. ADVERTISED IN COLLIER'S \_\_\_\_\_\_\_\_\_BETTER STOCK IT NOW.



### **GULF ELECTRIC-MOTOR OIL**

Write Gulf Petroleum Specialties, Gulf Building, Pittsburgh, Pa., for further information.



Many home owners are renting Floor Sanding Machines and giving their hardwood floors a beautiful ball-room finish. And many Dealers are renting out SPEED-O-LITE Floor Sanders and reaping the profits.

We offer you a Floor Sanding Machine so easy to use that a housewife can operate it about as easily as a vacuum cleaner. She can refinish the floors so well, that her neighbors and friends will be envious and want to rent the same sander. Obviously most floor refinishing jobs will be done by the man, but the point is that the

# SPEED D'LITE

Floor Sander -

can be successfully used by the housewife—it requires no experience to operate. Dealers are averaging \$63.00 per month and more with a single machine. When 2 or more sanders are rented your profits increase accordingly. Our plan helps Dealers get business—Our FREE Sales Helps attract customers and help make rentals. Time payments if desired. Write for full particulars now.



LINCOLN-SCHLUETER FLOOR MACH CO. 212 W. GRAND AVE. CHICAGO, ILL

# TURNOVER **CHAMPIONS**

Coast to Coast selling champions because they are first of all QUALITY champions. Keep ample stocks always.



DAZEY De Luxe Fermerly SPEEDO

America's best value in can openers. Guaranteed for 5 years—built to last a lifetime.

\*\$1.69 RETAIL

DAZEY Senior

A value second on DAZEY DeLuxe, R growing in popularity \*\$1.39 RETAIL

DAZEY Junior

King of lower priced can-openers. An amazingly dur-able and efficient article, \*69¢ RETAIL



DAZEY Speedo SUPER-JUICER

An exceptionally efficient juicer for lemons, oranges, small grapefruit. Strikins appearance. Gets more juice easter. Automati-cally strains out seeds ulce ally strains and pith. \$1.75 RETAIL

DAZEY Sharpit Patented twin wheel make skill unnecessary for sharpening a ny edge tool. A Godsend in any

tool. A troum kitchen. #\$1.50 RETAIL



DAZEY CHURN & MFG. CO. 4801 Warne Ave.,

# Here's a Catalog You NEED!

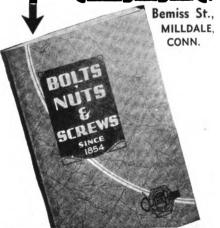
It will enable you to fill every

**BOLT NUT** and SCREW

requirement with exactness and dispatch.

Write for your copy today.

CLARK PROSPOLT (D



### Advertising Layouts

(Continued from page 55)

top of the advertisement as indicated by the geometrical design used. In some cases, this main heading may consist of two or even three lines of type. When this is done, the most attractive results will be secured by setting the second and third lines in a somewhat smaller size than the first. Each of the three main headings in the illustrations accompanying this article are of the "double deck" type, and in each case the second line is set in a smaller size. Figures 4 and 5 show the main heading at the top of the advertisement; Figure 6 shows it placed somewhat lower.

The main heading is designed to secure the attention of the readers to the subject of the advertisement; the subheadings direct that attention to the divisions or parts of that subject. Subheadings of the same size as the main heading would simply compete with it for attention, thus destroying much of the effectiveness of the advertisement. While, for ease of drawing, all of the headings shown in the illustrations. both main headings and subheadings, appear to be in capital letters, generally speaking it is well to avoid the use of capitals. In any case, (Rule 8) Never set two lines of capital letters together. They are very difficult to readthey resist the reader's eye rather than invite it.

The rule of using smaller sized type in the subheadings than in the main display lines may also well be practiced in the size of the type chosen for the text matter itself. In Figure 5, the lines indicate how the size of the text type grows progressively smaller, until. in the lower half of the advertisement, it is only about half the size of the text used in the introductory block

It will be seen, too, that where the type selected is small, the width of the blocks is also less. This should always be borne in mind when indicating type sizes. whether the indication is done by means of the lines on the layout or by actually marking the sizes





FREE! **NEW 1936** CATALOG Send for your copy TODAY!



# ARMSTRUNG BROS

**Improved PIPE VISES** 

The Quality and Features that Close Sales

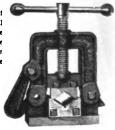


ARMSTRONG BROS. Chain Vises (patented) have 1-piece jaws (both jaws, a single drop forzing with center lug that prevents bending of the smallest pipe). Base and handle are drop forged. Chain, proof-tested.

The Open Side and Hinged Vises have bodies of certified malleable iron; tool steel jaws-accurately machined; oval-end handles that do not pinch hands. The Hinged Vise has an unbreakable hookdrop forged steel.

The quality and features of these vises are typical of all ARMSTRONG BROS. Pipe Tools - the most complete line made-for each is an improved, a more salable tool.

> Write for Catalog



ARMSTRONG BROS. TOOL CO. "The Tool Holder People"

314 N. Francisco Ave.

CHICAGO, U. S. A.





Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good ones?



Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of HARDWARE AGE. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.



Multiple continuous twist by WRIGHT power looms gives you regular hexagonal mesh securely and permanently locked. Copper bearing steel exclusively.

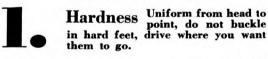
### G. F. Wright Steel & Wire Co.

WORCESTER, MASS., U. S. A.

New York · Atlanta · Chicago · Los Angeles
WIRE NETTING WIRE CLOTH WIRE LATH
CHAIN LINK FENCE WIRE CLOTHESLINES

# Uniform

That's Why Fowler & Union Brands Have Been the Blacksmith's Favorite for Over 50 Years!



Shape Clean, accurately centered hold-fast head; perfect-taper blade, entirely free from "waves." Sharp, reinforced point.

Quality Made on our own precision machines, so accurate that every nail in the box is exactly the same.

Three Quality Brands

NORTHWESTERN-CROWN-UNION Cold-Rolled

HORSE NAILS

Order from Your Jobber

The FOWLER & UNION HORSE NAIL CO.

for the printer: (Rule 9) Never set small type in a wide measure. Wide lines of type are confusing, except in the very large sizes, as the eye has a tendency when returning to start a following line, to get lost. The result is that part of the advertiser's message may be skipped or the reader may become disgusted and avoid reading the advertisement entirely.

Sub-blocks are also convenient when separate display is desirable for each selling point of a single commodity or service, the main display in this case taking the form of a general introduction and appeal, with the subheadings and blocks separately listing the various merits of the commodity or service. Figure 6 indicates this use. Here, it will be seen that the type size in the sub-blocks is approximately the same as that used in the opening of the advertisement. This course may be chosen, or, as demonstrated by Figure 5, smaller type may be used. A great deal depends upon how much the advertiser has to say.

It will have been noted that the various headings and subheadings

shown have varied considerably in width. This is particularly noticeable in Figure 1, which accompanied the preceding article. The blocks appended to the headings and subheadings may be of greater or lesser width than the headings themselves, or they may be the same, at the option of the advertiser. This flexibility permits the advertiser to use white space or not—or illustrations—as he may choose and as the advertised commodity or service permits.

(All rights reserved)

### Little Town? What Of It!

(Continued from page 61)

sales would be hard to effect. They realized that a hardware item well displayed would sell better than one not so well displayed, and determined that while they couldn't increase the purchasing power of their community, they could arrange their stock and store in such a manner that people who had money would want to buy.

They remodeled the store and installed the department store method of display. A lot of fine shelving was put in and items on the shelves were spaced liberally so as to give individuality to every item. A glance at the photographs will show how well the Steinkes attained the goal they sought.

### **Small Tables**

Instead of having long display counters in the center of the store, Mr. Steinke arranged for a number of small tables which could be approached from all four sides by "browsing" prospects. This arrangement makes for a neat store and has been responsible for many sales.

The firm has wide aisles and traffic on busy days is not retarded, because people can pass each other easily. On the shelving, kitchenware, for example, gets a very fine play, and the sales in this department jumped immediately under the new arrangement.

The paint department is located at the rear of the store and is a model of arrangement. Paint is attractively displayed in shelving which permits attention to center on the paint the moment people come toward the rear of the store.

Mrs. Steinke, who has charge of the kitchenware, states that the new arrangement in this department attracts the attention of women. Given generous spacing, items attract the attention of practically every woman customer who enters the store.

### Kitchenware Appeals

"Women will stop and view the displayed items and often make an additional purchase," she says. "This perhaps would not be true if we crowded our displays as in our old store. We try to make our kitchenware department so appealing that every object on display attracts attention and creates a buying desire on part of the customer."

The kitchenware department occupies practically the entire length of the east side of the store, so that the average housewife has a wide selection of things to buy. The firm works on the principle that if a customer can be induced to buy one item for the kitchen that the selling of additional items through proper display becomes easier. And it has worked out that way.

When one stops to consider the fact that the population of Waterford is only 750, one can see that it took courage on the part of Mr. and Mrs. Steinke to go ahead with such a remodeling process during difficult times. But now that business is rising to higher levels, they are cashing in, because their merchandise is displayed in such a way that it brings an increasing flow of retail dollars.

### Gas Assn. Booklet

"For the Benefit of the American Gas Industry and 63 Million Consumers"—40 pages, illustrated. It discusses every phase of the American Gas Association Testing Laboratories' work, emphasizing what the Laboratories have meant to both the gas industry and the public. It demonstrates the significance in merchandising work of national trade association certification of products. Twelve of its pages are display layouts. The booklet is said to be of value to persons interested in selling, distributing or installing gas-burning appliances or their accessories. American

Gas Association, 420 Lexington Ave., New York City.

### **Ingersoll Catalog**

Describes and illustrates lines of shovels, spades, and scoops. Loose-leaf bound and thumb indexed. Ingersoll Steel & Disc Co., New Castle, Ind.

### **Automotive Accessories**

Catalog No. 35—204 pages—illustrated. Contents: automotive accessories, equipment, supplies and parts. *Vermont Hardware Co.*, *Inc.*, Burlington, Vt.

HARDWARE AGE

**Every Gun-Owning Customer a Prospect for** HOPPE PRODUCTS

> to keep the bores of all firearms to lubricate working parts. free of leading, metal fouling, other Penetrating. Won't gum. residue, and to PREVENT RUST! and polishes. **SELL HOPPE'S**

SELL HOPPE'S GUN GREASE **CLEANING PATCHES** 

for use with No. 9. Spotless special for all swabbing—absolute protec-canton flannel, ready cut. Seven tion for stored guns. Reliable emer-sizes. In sealed dust-proof cartons. gency bore cleaner.

DISPLAY THESE ALL-YEAR SELLERS CONSPICUOUSLY

FRANK A. HOPPE, Inc., 2314A North 8th Street, PHILADELPHIA, PA. NEW YORK—Ed. W. Simon Co., Inc., 302 Broadway LOS ANGELES—H. L. Bowlds, 108 West 2nd Street

Through Your Regular Jobber Order







Let us send you catalogues. Order through your jobber or direct.

The Progressive Manufacturing Co.

TORRINGTON, CONN., U. S. A.

2 Q

#### Let catalog specialists **Build Your New Catalog**

We can make your new catalog outstanding for its arrangement, quality and fine appearance. Thirty-five years of catalog compiling, printing and binding has shown us the way.

#### THE MORTH AMERICAN PRESS

HARDWARE CATALOG SPECIALISTS 728 N. 7th St. Milwaukee, Wis.







#### Don't Let It Run Away From You

You'll find many good accounts advertising for sales representatives in the Classified Opportunities Section.

Many of these side lines may be just what you need to increase your commissions.

If you don't find the kind of line you want, why not advertise for it? Many manufacturers look through the Sales Accounts Wanted advertisements before they advertise for salesmen.

Take advantage of the opportunity the Classified Section offers you to keep in touch with the sales positions that are open. Read the classified section of each issue.

#### HARDWARE AGE

Classified Opportunities Dept.
239 West 39th St., New York City

#### Lighting for the Show Window

(Continued from page 51)

others, and therefore less easily eliminated in some cases than in others. Daylight reflections may be reduced by artificial light inside the window, and the reduction of reflections will be in direct ratio to the amount of light provided. Indeed, these reflections may be completely eliminated by building up the brightness of objects in the windows to a value higher than that of objects outside the window, and some merchants in busy downtown metropolitan districts have found it profitable to compete with daylight in just this way. More will be said on this subject later.

Observation shows that in a busy shopping district the very best window displays rarely stop even 20 per cent of the passersby. The 80 per cent or more who do not stop pass the average-size window in about three seconds. Is it possible for the show window to make any appeal to these hurrying people?

The usual show window display contains a large assortment of merchandise and is well suited to appeal to those who stop long enough to look it over. For this reason we may designate the conventional type of window display as the shopping window. The same characteristics which make this type of window effective in appealing to the 20 per cent or less who stop make it almost entirely ineffective in appealing to the 80 per cent or more who hurry by. Even if the transient pedestrian happens to glance at a shopping window for as much as the three seconds that it takes him to pass it, he receives only a jumbled impression of a confusion of articles, and even this impression probably leaves him the moment the next show window catches his

Because it has seemed worthwhile to try to reach and leave a definite impression with the 80 per cent or more who inevitably will pass by the store without stopping, show window experts have developed what is now known as the three-second selling window. It is a radical departure from the conventional shopping window.

First of all, the three-second selling window must contain one idea and only one. The dealer decides upon one article (or a group of related articles) and features this article, excluding everything else. This unity of subject matter is dictated by the fact that seeing takes time and the human mind cannot in three seconds receive through the eye five or ten different impressions that will be at all lasting. Three seconds is a long enough period, however, in which to make one definite impression that has a good chance of being more or less lasting. This explains why it is necessary to limit a three-second selling window to a single idea.

Having decided upon the subject matter of the display, the dealer next does everything possible to make it as forceful and attention-compelling as he can. There are a number of things he can do. He knows the value of silhouetting and so he gives particular attention to the background of the display. Light merchandise calls for a dark background, dark merchandise for a light background, colored merchandise for a background of a harmoniously contrasting color. Attention given to securing a suitable background is always worthwhile, for nothing can make an object stand out more strikingly than a strongly contrasting background. These remarks do not necessarily apply to the entire window background; but the section of the background behind the featured object should certainly contrast with the object. Too often merchants erect an attractive wooden background when the store is built and then continue to use it, without any change. for all sorts of displays. Many hardware store windows have no backgrounds at all, but open directly into the store interior. This detracts from the effect of even a shopping window and is especially unsuitable for a three-second selling window. Fortunately, good backgrounds may be easily and inexpensively made of composition board, fabric, or similar ma-



Made in 3 models

- –a handy one burner –a utility two burner –a deluxe two burner

#### SOMETHING TO TALK ABOUT

when you sell the



#### **GASOLINE** CAMP STOVE

Each burner is individually controlled and operated—permitting fast or slow cooking—in fact, it operates exactly like the most expensive kitchen range. This feature is found only in Turner Stoves. The individual and interchangeable generators and burners assure continued service under all conditions.

Instant lighting—fuel tank easily removed for safe filling—built-in pump—rigid construction and non-warping welded grates. Turner Stoves stand up under heavy use. Trim and attractive in appearance—smooth enamel finish easy to clean. Made by a company with over 60 years' experience in manufacturing liquid fuel burning appliances.

With all these features Turner Camp Stoves cost no more than ordinary stoves. You can really Turners—your jobber can supply you.

Sycamore, Ill. U.S.A.

RIGHT

Shoe Size

FOR DEALERS WHO ARE SELLING

DAY WATER-

WATERPROOFS ANYTHING — Clothing, Shoes, Boots, Auto Tops, Tents, Tarps—No Grease, No Oil — Odorless When Dry.
RAINY DAY offers year-round profits! It waterproofs instantly anything made of cloth, canvas, leather, or wood. Being free from grease and oil, it can be used without harm on any type of material. Does not stop up pores or keep out air. Increases life of material; makes leather soft and pliable. Saves its small cost many times over. Order from your jobber or direct if he cannot supply you.

PROTECTION PRODUCTS MFG. CO.

SEND FOR FREE

Show your customers that you can make a hole hold water! A demonstration that sells this new waterproofing on sight! Backed by national advertising campaign.



## APPEARANCE...POPULARITY

Then choose Vichek hand tools for open table displays where quick soles are wanted. A small inventory can include a complete price range to satisfy any pocketbook. Write for details.



#### Sell A Nationally Known Solder

Core Solder Flux & Paste

Rubyfluid

Soldering and Tinning

Flux

Rubyfluid products are nationally known for perfect soldering results and are in con-stant demand by millions of satisfied users.

These steady profit makers are furnished in attractive containers and self-selling cartons.

Available in flux, paste, rosin or acid core.

WRITE FOR FREE SAMPLE

RUBY CHEMICAL CO.

58 McDowell St.

Columbus, Ohio

#### YOUR TRADE Will Be Immensely Satisfied with

#### R. MURPHY'S STAY SHARP WORK KNIVES

The finest work knives of their time—of all time—manufac-tured for 86 years.

Other Good Sellers

Other Good S
Shoe Knives
Shoe Knives
Oyster Knives
Skiving Knives
Rubber Knives
Clam Knives
Mackerel Knives
Clgar Knives
Pruning Knives
Pruning Knives
Kitchen Knives
Keneil Knives
Manual Training
Knives
Manual Training
Knives

Knives
Roofing Knives
Shirt Cutters,
Blades and
Handles



3 Sizes—2½"—3"—3%" blades
Highest quality—Reasonable prices—Absolute dependability—There is money for you
in the sale of R. Murphy Stay Sharp Work
Knives. Complete Catalog on request.

ROBERT MURPHY'S SONS CO. Ayers, Mass., Est. 1850



No. 22 "Posi-tive" Latch— Heavier more service-able. May be locked with pad-

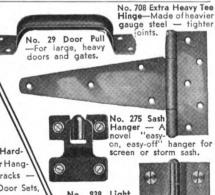
## these and other of the worth-while items in the line of

*Quaranteed BUILDERS HARDWARE* 

Garage Hardware
—"Over-the-Top"
equipment,
—
Table Complete Hardware in Sets-For equipment, — water bracks cupboard doors, cabinets, cellar

Around - the - ers — Trac Corner Sets — Gable Do Sliding Folding Hinges, Gable Door Sets, windows, screen Hasps screen doors. Sets. etc. Write for Dealer's Information and Prices

FRANTZ MFG. CO., STERLING, ILLINOIS



No. 938 Light Narrow Built— A high grade wrought steel tight pin hinge.



149

MARCH 12, 1936

No. 717 Safety Hasp

—A unique combination of hasp and







In the heart of Philadelphia . . . socially, commercially and geographically.

#### BELLEVUE STRATFORD

CLAUDE H. BENNETT, General Manager



terials, and adapted to the particular displays with which they are used.

The lighting of a three-second selling window is of prime importance, and requires quite different treatment from that of the shopping window. Whereas good general lighting will suffice for the shopping window, the three-second selling window should have localized supplementary lighting as well. The featured merchandise should be made to stand out by being spotlighted or floodlighted to a level of illumination several times that prevailing in the rest of the window. The eyes of passersby are involuntarily drawn to a small area of high brightness and if there are no other brightly illuminated objects in the window to distract the attention, they will remain on the center of attraction as long as it is in view. For the three-second selling window it is suggested that as much wattage be put into spotlighting or floodlighting as is used for general illumination.

#### **Colored Light**

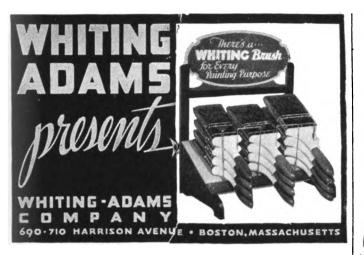
Colored light has its place in the three-second window as one of the essential ingredients that give the window maximum attracting power. Color caps may be used on the regular general lighting equipment to establish any desired color tone for the whole window. It must be stressed, however, that colored light should not be used to illuminate the single central idea that the window features, for colored light is almost sure to destroy the natural color of the merchandise. Nothing but white light should be used on the central feature. It is not necessary to take precautions that none of the colored light in the window falls on the central object because the strong white spotlighting will wash out the colored light and reveal the object in its true color quality.

One more word about the background. It is important that all lines on it should tend to lead the eye in toward the central idea rather than away from it. If any decorations appear on the background they should be designed with this thought in mind. Too many show windows have what may be termed confusion backgrounds, that is, backgrounds which lead the eye nowhere in particular and act as a sort of camouflage against which merchandise is hidden rather than revealed. Lines should point at the central object. Converging lines outline areas that come to points and these points should always be directed at the featured object; otherwise they will lead the eye away from the object rather than to it.

#### Three-Second Selling

The three-second selling window offers a practical and comparatively inexpensive solution to the problem of reducing daylight reflections in the window glass. In most cases the small area of high brightness will more than overcome whatever exterior brightnesses are reflected from the polished surface of the window glass, thus assuring excellent visibility for the display. To be sure, the three-second selling treatment does not eliminate reflections which may tend to obscure other portions of the window, but since this type of window features only one idea, much is gained if the main idea shines through. Naturally, the expense involved is only a fraction of what it would cost to light the entire window to a brightness high enough to eliminate all reflections.

The hardware dealer may fairly ask, "Suppose the type of show window that you describe does get an idea across to the 80 per cent who do not stop. What good does that do me if they keep right on going? I'm interested in getting people in my store." The answer is that the three-second selling window makes a bid in the present for customers in the future. It has been said that we receive at least 80 per cent of our impressions through the eyes, and that visual impressions may be re-experienced in memory more easily than impressions received through the other four senses. If a merchant can succeed in imparting one definite idea to 80 per cent of the people who pass his store, the chances are good that some of them will remember it the next time they are in the market for the particular commodity displayed. This makes it difficult to



#### TREEKOTE EMULSION



Newest and most efficient Tree Wound Dressing, Pruning and Grafting Compound for all types of tree wounds. Also protects trees from insects and fungi. Ready for use. Applied cold. Dries quickly. Not affected by climatic changes, or hottest weather. Economical, 1 pt. to 5 gal. cans. Another fine product is TROWBRIDGE Grafting Wax for grafting, budding and trimming all trees, shrubs, vines, etc. New ¼, ½ and 1 lb. pkgs.; also 5 and 10 lb. containers. Write for prices.

Walter E. Clark & Son Milford Box E



#### NEW Silent Salesman for STOVINK

Will greatly increase your sales of this thoroughly established necessity. ink-blacking for hot stovesguaranteed not to burn offis in steady demand every-

All shipments of one-ounce size now being made in new display carton containing twelve bottles.

JOHNSON'S LABORATORY, Inc. Manufacturing Chemists WORCESTER, MASS.



#### This



. . is made in the Ohlen-Bishop HAND SAW factory from saw steel that years of precision testing have proved to be the highest quality. Its every feature is perfected by veteran craftsmen working with modern machinery. That's why its cutting and wearwith modern machinery. That's why its cutting and wearing qualities are ideal. In this saw you can give your customer the best value to be had. And your cost on it gives you a far greater margin of profit—because Ohlen-Bishop holds to a centralized manufacture and a remarkably efficient distribution. Order a stock from your jobber,

The OHLEN-BISHOP CO., Columbus, O. We Sell Through Wholesale Distributors ONLY

#### Get These 3 MARBLES **Best Sellers!**

You can make extra profits on every gun sale by stocking these popular leaders in hunting sights. Get our Free Marble Counter Sight Selector. Shows effect of different sights with various backgrounds. Order from your jobber or order direct from factory, giving jobber's name. Write today for free trade catalog.

Marble's Flexible Rear Sight

Will stand the hard knocks—always satis-factory to the customer, and a profit item for you. Retails at \$4.00.

This famous sight is in use on thousands of hunting rifes. One of the most satisfactory sights for all conditions ever devised.

Marble's Sheard Gold Bead

conditions ever Retails at \$1.50.

Marble's Standard Sight The ideal sight for the economical buyer who wants an exceptionally good field sight. 1-16". 3-32" or 1-8" Ivory or Gold Bead. Retails for \$1,00.

540 Delta Avenue Gladstone, Mich., U.S.A.

#### DOOR HARDWARE GARAGE



QUALITY Products

Marble Arms & Mfg. Co.

Satisfactory operation of garage doors is assured when Coburn garage door hardware sets are used. A complete line is offered, including straight sliding sets, sliding-folding sets, round-the-corner sets, and hardware sets for converting awing doors into a one-piece overhead door. Write for further information.

Since 1888 Coburn Products Have Been Dependable TROLLEY TRACK CO. COBURN HOLYOKE, MASS.

#### Stock and Profit with

"G & B" QUALITY Products WIRE GOODS POULTRY NETTING STRAITLINE FENCING GALVANIZED HARDWARE CLOTH

SCREEN WIRE CLOTH: "ACME" ELECTRO GALVANIZED PAINTED BLACK

COPPER BRIGHT and ROMAN BRONZE

The Gilbert & Bennett Mfg. Co.

wishlished 1818. America's Oldest Wosen Wire Pastors-Menufacturers
WIRE CLOTH, NETTING and FENCING
Galvanized Steel Wire Cloth in all Meshes and Gauges
York City Georgetown, Conn. Blue Island, III. Kaneas City, Me.
Sam Francisco

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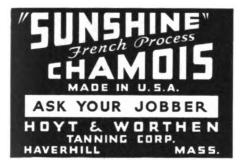
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BE









#### Good Management

- is merely the transmission of
- the intentions and purposes
- of the management through
- the staff to the customers

determine the effectiveness of a three-second selling window during the period it is in use, since it may bring in business long after the display has been changed.

It is not our intention to recommend that the three-second selling window be used to replace the shopping window. It is a window for occasional use, and experience will indicate how often it is advisable to use it. Stores with two show windows, of course, are in a position to enjoy the advantages of the shopping window and the three-second selling window at the same time. Doubtless the three-second selling window will be found more effective in some localities than in others. Its success, furthermore, will be affected by the judgment of the dealer in displaying the right merchandise at the right time.

#### Showmanship

(Continued from page 47)

with the fact that the October sale has become an institution which the public remembers, is enough to create sufficient interest to carry the first week nicely.

Special attractions help carry the interest through.

"The bazaar," Mr. Newman continued, "was the big boost in the third week. It not only caught the public interest, but served to create enthusiasm within the organization."

Distribution of 10,000 wellprinted and nicely bound cook books of Italian recipes, and the inevitable pick-up created by "last days" advertising, carried Brown's nicely through the final week in the anniversary sale last year.

An indication that the whole firm profits by the way in which this anniversary sale is handled is shown by the fact that in November, the month following the sale, a 10 per cent salary increase to all employees receiving less than \$100 a month was announced.

#### Convention Calendar

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the South-

ern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. May 11 to 13, inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

#### LOW COST FAUCETS EARNS



These are real sellers and offer you an attrac-



#### THIS NEW ALL-METAL REVOLVING DISPLAY CABINET



A display of Moore Push-Pins, glass and aluminum heads, and pushless hangers, will ring up many an extra dime on your cash register.

A new revolving display cabinet is given free with an order for 72 assorted window front packets. Start today to increase your profits . . . order from your jobber.

MOORE PUSH-PIN CO. 113-125 Berkley St., Phila.

This New 1936 SOUTH BEND

We're not asking for it—we're offering it! The time—April 9th. The place—Hardware Age. The purpose—bigger and better brush sales for you. The product—Gold Stripe Brushes, the Gold Standard of Brush Quality.

#### PITTSBURGH PLATE GLASS COMPANY

**BRUSH DIVISION** 

Manufacturers of Wallhide, Waterspar, Florhide, and other nationally known paint products.

#### WILDER'S Lion Half-Soles



#### Popular Display Assortment In The No. 50 Lion Tap Cabinet

Contains 1 dos. pairs each of 10¢, 15¢, 20¢ and 25¢ grades of Lion Taps. Total 4 dos. pairs complete with nails. Gross wight. about 15 lbs. Sold through Jobbers. Retail value \$8.40. Dealer's profit 50%.

#### Refills always available.

Lion Taps are also sold for display independent of cabinet, packed one dozen pairs of a grade in an attractive display carton. Prices range from 10¢ per pair to 50¢ per pair, including nails.

Give us name of your jobber and receive FREE, a sample pair of 10¢ LION TAPS.

WILDER & COMPANY Manufacturers 1038 Crosby St. Chicago, Illinois

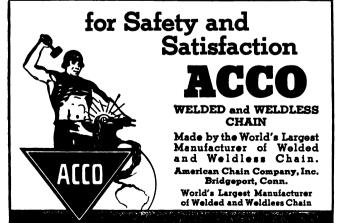
#### Bommer **Checking Floor Hinges**



Suitable for all sizes and kinds of doors, metal or wood

WEIGHS 310 LBS.

Write for illustrated catalogue nmer Spring Hinge Co., Brooklyn, N.Y.





#### CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

#### CLASSIFIED ADVERTISING RATES •

#### **Positions Wanted Advertisements**

at special rate of one cent a word, minimum 50 cents per insertion.

#### All Other Classifications

Set Solid, Maximum of 50 words ... \$3.00
Each additional word ... ... .06
All Capitals, Maximum of 50 words . 4.00
Each additional word ... ... .06
Allow Seven Words for Keyed Address

#### **Boxed Display Rates**

#### Discounts for Consecutive Insertions 4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts do not apply on Positions Wanted Advertisements

#### REMITTANCE MUST ACCOMPANY ORDER

Send check or money order, not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 13 days previous to date of publication.

#### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

Address your correspondence and replies to

#### HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City

#### Sales Pleresentatives Wanted

#### Sales Representatives Wanted

To sell leather half soles and rubber heels to jobbers in New England, Ohio, Indiana and Southwest. Straight commission on all orders received from territory. Line established in 1920. THE HAGERSTOWN LEATHER COMPANY

Hagerstown, Maryland

IF YOU CAN SELL PADLOCKS and latches in Ohio, West Virginia and Western Pennsylvania on commission basis, write, giving your qualifications and lines now being sold. Address Box B-1000, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED — SALES REPRESENTATIVES NOW CALLING on the retail hardware trade in the states of New York, Pennsylvania, Indiana and Wisconsin to represent a reliable manufacturer of hickory tool handles. Address Box F, Puxico, Mo.

WANTED — HARDWARE SIDELINE SALESMAN — EXPERIENCED and well acquainted in department stores, retail, hardware and garden supply houses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

ESTABLISHED MANUFACTURER WANTS SIDE LINE salesman calling on hardware dealers. State Rights open on commission basis on high-grade nationally known product universally used. State experience and territory wahted. Address Box 147, Hamilton, Ohio.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minneapola.

SALESMEN, FOR EXTREMELY ACTIVE AND quick repeating insecticide, who call upon hardware, grocery and drug trades, wholesale and retail. Commission basis. Offers fine opportunity for permanent and profitable connection. Address Box B-995, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED. SALESMAN TO REGULARLY CONTACT retail and wholesale hardware trade; commission basis. Builders' hardware specialties, padlocks and night latches Openings in certain protected territories. State experience, extent of coverage, etc. Address Box C-23, care of Hardware Age, 239 W. 39th St., N. Y. City.

REPRESENTATIVES' OPPORTUNITY FOR A SENSATIONAL new development in quality cooking ware—combination of Stainless Steel and Aluminum—No Competition—Liberal Commission to experienced Salesmen who know Department Store, Hardware and Premium Trades. Address Box C-7, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### SALES REPRESENTATIVES WANTED

MANUFACTURERS' AGENTS OR SALES-MEN WHO can add high-grade, repeating line. Sold all hardware stores and electrical supply trade, to take on product of established manufacturer. Liberal commission basis. Exclusive territory allotted. Must have following. Give fully, points covered and times yearly. Address Box C-17, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN WANTED CALLING ON RETAIL hardware and paint stores. All territories open. Good commission basis. We are placing on the market, D-Zine-O Art Paint, which designs itself. The most sensational, decorative paint-finish created. Can be sprayed, brushed or dipped. Six Standard colors. Special colors made to order. Address—Lyndhurst Laboratory, Box 284, Lyndhurst, N. J

WANTED A SALESMAN IN AN ESTAB-LISHED retail hardware store selling general hardware, house furnishings, refrigerators, washers, ironers, range and radios; located just outside of New York City. Single man preferred. Age not to exceed 25. Write stating experience, and salary expected. Good opportunity to right party. Address Box C-10, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

TWO SALESMEN CALLING ON RETAIL hardware, housefurnishing and department stores, to sell a good and complete line. Territories open are: Buffalo, Rochester and Syracuse area, and the New England states, particularly Connecticut. Prefer men who reside in these territories, and who have experience in selling housefurnishing goods. Give full details. Address Box C-6, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN — REPRESENTATIVE NEW YORK WHOLESALE hardware, housefurnishing and electrical goods house requires the services of several men for Metropolitan area, Long Island, Westchester, Jersey. Must be thoroughly experienced. Only those with following need apply. State with whom employed last five years. Confidential. Commission basis only. Address Box B-996, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED FACTORY REPRESENTATIVE FOR WESTERN Pennsylvania, Northern West Virginia and Ohio River towns adjacent to Pittsburgh—to cell on Wholesale Hardware, House-furnishing and Notion trade to represent a nationally advertised and universally used kitchen essential—popular price—known from Coast to Coast. Commission basis. furnish information concerning other factories you represent. Will not be addressed without consent. Address Box C-8, care of Hardware Age, 239 W. 39th St., N. Y. City.

MANUFACTURER OF HIGH-GRADE LINE, moderately priced ironing tables, step ladders and various other wooden specialities, desires experienced salesmen on commission basis, who call on hardware, furniture, variety and department store trade regularly every four to six weeks. Men for each of the following states: Illinois, Iowa, Wisconsin, Missouri, Indiana, Michigan, Nebraska, Ohio and West Virginia. Full protection repeat business. Reply, giving full details of yourself, other lines carried and territory covered regularly. Address Box C-18, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### Business Opportunities

#### An Established Factory Since 1850,

fully equipped and adapted for work in metal excellulose materials, desires new articles or component parts of products to manufacture. With a Sales Organisation covering the U. S. we are also interested in marketing new or old articles of merit. Write giving details.

HAMPDEN MFG. CO., INC 17-A Warren St., N. Y. City

#### RELIABLE EXECUTIVE

of export firm going to England and South Africa can undertake for reasonable fee sales promotion, adjustments, investigations, surveys, or similar confidential duties. Address Box C-16, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

EXPERIENCED MAN IN RETAIL AND wholesale hardware and paint business with executive ability, to manage large store. Also opportunity to invest money, if proven satisfactory. Address Box C-21, care of Hardware Age, 239 W. 39th St., N. Y. City.

CONTACT YOUR TRADE REGULARLY WITH business-building house organ. Low cost—big returns. 500 copies, \$10; 1000, \$15. Your ad has full front page. Enclose with statements, letters. Manufacturers, jobbers, dealers, agents—get sample. Address Crier's Agency, 1840 E. 87th St., Cleveland, Ohio.

FOR SALE—PRIMARILY WHOLESALE HARDWARE and iron works in prosperous city of the Southwest, serving population of over 100,000. Business shows uninterrupted profits over many years. Purchase price \$200,000. Parties contemplate retiring from business. Only well-financed and legitimate prospects considered. Address Box B-998, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### SALES ACCOUNTS WANTED

OLD ESTABLISHED FIRM WITH SALES organization could handle additional exclusive line for hardware and electrical trade. Address Box C-9, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

LINES WANTED—I AM SELLING 300 good loyal retail hardware accounts in Oregon, Washington, Idaho and Montana; will be glad to bear from manufacturers wanting representation. Address Box 2150, Portland, Oregon.

MANUFACTURER'S AGENT IN CHICAGO IS expanding his field of operation and invites correspondence from manufacturers desiring representation in Mid West territory. Will consider furnishing warehouse space for lines with some established business. Address Box No. 7582-A, HARDWARE AGE, 802 Otis Bldg., Chicago, Ill.

#### SALES ACCOUNTS WANTED

MANUFACTURER'S REPRESENTATIVE WITH HEADQUARTERS IN Detroit, Michigan, desires volume and other lines for Michigan. Would consider Northern Ohio covering the hardware jobbers and large retailers, department and electrical stores and lumber dealers. Would consider handling your goods in Detroit as a distributing point. Address—C. V. Hetts, 1619 Hurlbut Ave., Detroit, Michigan.

ATTENTION MANUFACTURERS! MAN-UFACTURER'S REPRESENTATIVE WITH headquarters in Oakland, California, desires vol-ume and other lines, covering hardware jobbers and large retailers, department and electrical stores, sporting goods, and lumber dealers. High standing and good following. Address Box C-14, care of Hardware Age, 239 W. 39th St., N. Y. City.

SALES ORGANIZATION WANTS LINES EXCLUSIVE for the States of Alabama, Georgia, North Carolina and Florida. Trade covered—wholesale and retail hardware, drug, chain and department stores. Lines accepted must be worthy of real sales effort and pay small retainer and expenses with a bonus for volume. We have the ability to give you proper results. Address Taylor's Sales Service, Box 744, Lakeland, Fla.

#### POSITIONS WANTED

SITUATION WANTED BY YOUNG MAN, experienced in builders' hardware business, knowledge of taking off plans, detailing and estimating. Some sales ability. Address Box C-20, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH SEVEN YEARS' EXPERIENCE in contacting bardware and housefurnishing jobbers, also department stores, in Metropolitan New York area, desires position with reputable manufacturer as New York salesman. Address Box C-1, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

EXPERIENCED SALESMAN, AGE 40, WANTS job seling merchants or manufacturers in the Tennessee Valley Territory. Prefer hardware or automotive line from jobber or manufacturer. Can arrange to warehouse stock here if desirable. Commission or salary basis. Address P. O. Box 279, Florence, Ala.

#### POSITIONS WANTED

MANAGER OF HARDWARE STORE OR department, with twelve years' hardware experience and excellent references seeks position, preferably in Northwest. Married, thirty years of age, and for past four years has successfully managed hardware, paint and electrical department having annual volume exceeding \$60,000. Address Box C-22, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

Address Box C-22 care of Hardware Age, 239 W. 39th St., N. Y. City.

BOOKKEEPER, ACCOUNTANT, OFFICE AND CREDIT manager; systematizer, correspondent; 10 years' experience in hardware, plumbing, and real estate supplies; accustomed and capable to handle any volume of business; highest credentials; residence conveniently situated to reach any locality in New York City, or suburbs. Address Box C-19, care of Hardware Age. 239 W. 39th St., N. Y. City.

YOUNG LADY OFFICE MANAGER, BOOK-KEEPER, stenographer, 7 years' experience retail hardware, electrical appliances, house furnishings and heavy hardware. Credits and collections. Good education, honest, dependable, good worker, thorough. Excellent record. Highest references. Age 28. Of good family. Good moral habits. Will go anywhere. Address Box B-982, care of Hardware Age, 239 W. 39th St., N. Y. City.

MANUFACTURERS' AGENT, 31, WITH FOLLOWING in Western Pennsylvania, Ohio territory, would like to carry fast-selling item to hardware, electrical, radio, furniture and department trade on commission and overage basis. Past experience in electrical item, radio midgets, food mixers, fans, lamps, skates, etc. Address, C-4, care of HARDware Age, 239 W. 39th St., Y. City.

EXPERIENCED IN HARDWARE, HOUSE FURNISHINGS. ELECTRICAL, plumbing, mill

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box C-3, care of HARDWARE AGE, 239 W. 39th St., N. Y. C.

SALESMAN 10 YEARS' EXPERIENCE SELLING factory equipment to industrial plants in Buffalo and western New York for nationally known tool manufacturer. Branch manager 5 years. Past two years sold hardware jobbers in New York, Pennsylvania. West Virginia, Ohio, Michigan, and Iradiana. Single. Excellent record and references. Address Box C-11, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

YOUNG MARRIED MAN, DESIRES CONNECTION with reputable manufacturer. Ten years contact with wholesale hardware and sporting goods jobbers in the following territories—New York, Ohio, Indiana, Kentucky, Missouri, Iowa, Illinois, Michigan, and Wisconsin. Age 36, execellent references. Present headquarters in New York City. Can be changed if desired. Address Box C-12, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

CAPABLE AND CONSCIENTIOUS HARD-WARE MAN needs work. Experience covers cutlery buyer and department manager for large New England jobber; also fifteen years covering New England States for nationally-known hard-ware manufacturers. Would like job in sales department of manufacturer or jobber or New England sales representative. Address Box B-991, care of Hardware Age, 239 W. 39th St., N. Y. City.

CREDIT EXECUTIVE. ACCOUNTANT AND OFFICE MANAGER is available as my future in my present connection is limited. Past record of 12 years, beyond question, nine years in present position for leading wholesale hardware concern; handling credits, collections, specializing in the legal angles of credits, general accounting correspondence. Thoroughly experienced in Maritime and State lien laws. Efficient systematizer and office manager assuming large responsibilities. Pace Institute of Accounting and Business Administration graduate. Age 33, Christian, American whose business and character affiliations can stand rigid investigations. Address Box C-13. care of Hardware Age, 239 W. 39th St., N. Y. City.

#### Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hard-

perienced and well-trained employees in the service of the service

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#### Did you know that -

Nine out of ten (92%) of the advertisers using the national hardware papers during 1935 used Hardware Age!

and

Seven out of Ten (69%) of those who used Hardware Age during 1935 **used Hardware Age ONLY**.

This great advertiser preference for and confidence in Hardware Age has been built up year by year as more and more manufacturers experienced its effectiveness as an instrument for cultivating the areat hardware market.

Advertisers, experienced in marketing through the hardware trade. know that it Pays to Concentrate in Hardware Age.

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- —They are worthy of your support. Being leaders in their fields, they feature in straightforward, dependable advertising the merchandise and service that will profit you in the conduct of your business.
- —They can be whole-heartedly depended upon.
- —They are concerns that are in business to stay.
- —They believe in the future security and success of the hardware trade.
- —They are eager for the continued prosperity of our country.
- —They are practicing what they preach—successful and profitable hardware merchandising.

They deserve your support for their help in making possible the finest business paper published for the hardware field, the recognized authority of the trade for over seventy-five years—

Mention HARDWARE AGE when writing to your advertisers.

#### HARDWARE AGE

A Chilton Publication

239 West 39th Street



New York City

A.B.C.—Charter Member—A.B.P. Inc.

#### MOULTON LADDERS

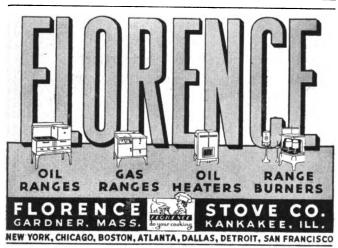
Whatever type of Moulton Ladder you sell, rest assured of absolute dependability. For household use we recommend our WESTERN Step Ladder—a sturdy, safe, full rodded ladder with Cadmium Hardware and Galvanized Ears. Sides 2% in. Legs 1% in. Treads 3% in. Sizes: 4 to 8 ft. incl. Wgt. approx. 2% ibs. per foot. Many other types.

Send for Literature and Trade-prices.

THE MOULTON LADDER MFQ. CO.,

Mass.













#### HARDWARE

EETS all the specifications of M exacting builders. A complete line; modern in design and built of the finest materials.

A catalog presenting the facts awaits your request.

National Manufacturing Co. STERLING :: ILLINOIS

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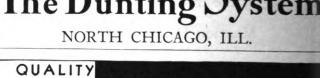
Ask about the New Bunting Service

#### MADE-TO-ORDER PERSONALIZED BUSINESS GETTING MAGAZINES

Ten years of constructive service to the Hardware Trade has established Bunting Store Magazines as resultful, direct-to-home advertising media.

A tested means of cooperative sales effort for aggressive dealers, jobbers and manufacturers.

## he Dunting L





Allen's Ring of heavy brass will last a lifetime.

ASK YOUR JOBBER

APPEARANCE PERFORMANCE AT NO INCREASE IN PRICE are all combined in the new

> ALLEN'S SUPREME LINE LAWN SPRINKLERS AND

> GARDEN HOSE ACCESSORIES

Send for Allen's big 1936 catalog showing over 100 items—profusely illustrated with halftones and full color plates.

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The Diamonds: A trade mark identifying products made by New York Wire Cloth Company.

> The Figures: Exactly this many feet remain on the roll, marked for correct measurement and quick inventory.

> The Multi-Strand Selvage: This new development in selvages provides a background for printing brands, trade mark and figures and is protected by U. S. Patent No. 2,027,778.



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## SUPER STRONG SINGLE-SHOT GUN STEELBILT

at a Come-and-Get-It! Price

BIG NEWS—good news—to your shotgun-minded price customers! A Winchester 12-, 16-, 20-, or 28-gauge that's built on a par with the farmer's ideal line fence-as positively ALL GUN as that horsehigh, bull-strong, hog-tight marvel of wire is all fence! Yet a gun that's light and easy to handle, a fine looker. A gun for your window that will stop every single-shot gun prospect-bring them in with a single-shot price that is a clincher! Model 37, the new, low-priced Steelbilt Winchester.

You will find it combines great advance in design and construction-new triumphs of progressive Winchester engineering. Such tremendous strength, such simplicity, yet handling like the thoroughbred it is, that selling it at its low price is a pushover. Start at once-sell guns and shells for Spring crow shooting.

ORDER THROUGH YOUR JOBBER NOW!

Original Winchester Design

> New MODEL STEELBILT

Made in 12, 16, 20 and 28 Gauges

Shoots all standard 2¾" (28 ga. 2½") and shorter shells, from everyday crow and rabbit loads to the most powerful Winchester Super Speed and Western Super-X long range wildfowl. pheasant, turkey, Northern hare and fox loads.

Ask for the new Model 37 Folder, giving complete details and large, clear pictures of this epoch-making new Winchester single-shot gun.

WINCHESTER REPEATING ARMS CO. New Haven, Conn., U. S. A.



Semi-hammerless. Takedown. Automatic ejector. Steel in all major parts. Original Winchester design frame. Pivot bolting. Doubly large all-steel bolting parts. Forged barrel lug. doubly large, integral with barrel. Bored full choke, giving pattern of approximately 70%.

HARDWARE AG

MARCH 26, 1936

MAR 25 1936

## ARDWARE Published Very Other Thursday

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OVER 6500
DEALERS WROTE
IN FOR
SAMPLES OF
OUR 1936 LINE

Just sixty days ago we offered to send a free sample of our 1936 line to any hardware store, in order to prove 3 things:

- 1—that we had given farm and garden tools NEW EYE APPEAL which DOUBLES THEIR SALABILITY.
- 2—that we had made UNION Tools TRULY RENEWABLE FOR LONGER LIFE,
- 3—that the dealer who shows these better tools, this Spring, will win the tool trade in his locality, and win it "for keeps."

More than 6,500 dealers accepted our offer and PROVED TO THEMSELVES the superiority of UNION Tools. If you have not received full details regarding our offer of a free Display Rack and 10-piece Window Trim, write to us at once.

#### THE UNION FORK & HOE COMPANY

Makers of Quality Steel Goods for Over 35 Years — COLUMBUS, OHIO — JACKSON, MISS. — FRANKFORT, N. Y. Representatives: H. J. McCarty, 253 Broadway, N. Y. City, John T. Rowntree, Inc., Los Angeles, Henry Keidel & Co., Baltimore

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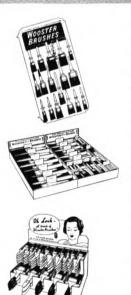
JUMP, BECAUSE ALL ITEMS ARE WHAT CUSTOMERS WANT. DISPLAYED SO THAT THEY ARE SEEN AND BOUGHT

#### STOCK

ONLY THE 26 **FASTEST-SELLING** BRUSHES IN THE WORLD'S FASTEST-SELLING LINE

#### DISPLAY

THREE SCIENTIFI-CALLY-DESIGNED DISPLAY UNITS ... FOR WALL, TABLE-TOP AND COUNTER



It stands on its own feet ... the Wooster 3-Point chandising System...because it embodies the essentials of profitable brush selling. First, it red stocks, because there are only 26 interchange brushes in the entire group of three units! Second provides excellent display of merchandise because three units are designed to fit the most importants in your store. And third, it actually makes sales cause it puts Wooster Brushes where customers! see them, handle them, sell themselves. Use an the three units . . . the Sampler, the Table-Top ! Deals, or the Variety Venders, or any combination or order the 26 featured brushes for your openst It's the certain way to make money in selling brus Mail the coupon today!

The Wooster Brush Company, Wooster, Ohio

Send me the illustrated folder on the Wooster 3-Point Merchandising System.

Name\_

Address\_ City\_ StateWOOSTER FOSSISET BRUSH



THE WOOSTER

#### AT AT AT At At **Greatest** TALE TO B+ (6)+ 6 SALES BUILDERS we ever received

-SAY HARDWARE MERCHANTS

YALE AUXILIARY LOCK MERCHANDISER No. GSG62-26%"x 8" Locks to retail at from 75¢ to \$2.50.

Also GSG61 - same as above with different assortment to retail from \$1.00 to \$4.00.

No. GSG71 — 18" x 6½" contains 4 locks to retail from 75¢ to \$1.75.

NOTE: Add prefix "R" for revolving Merchandisers— same assortments.



ERE are four good reasons why these YALE MERCHANDISERS made such a tremendous hit with hardware dealers:

- The YALE locks on each Merchandiser cover a range of prices and models to meet most requirements.
- **2** They are *real* Merchandisers because they attract customers and increase sales.
- 3 They make is easier for dealers to sell locks by making it easier for customers to choose the ones they need.
- 4 "The Name YALE Helps the Sale."

The standard finish is the beautiful new Green Suede (imitation plush) which forms a most effective background for the products.

Standardize on YALE, simplify your lock business—all under one world-famous trademark. Increase your sales and profits. Get these Merchandisers from your jobber or write us direct.

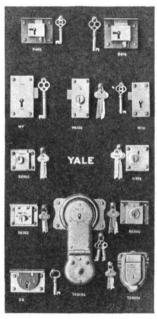


#### YALE PADLOCK MERCHANDISER No. GSH303 22" x 11"

Padlocks to retail at from 10¢ to \$1.50.

Other Padlock Merchandisers: No. GSH312-18"x 5"-containing 5 padlocks to retail at from 25¢ to \$1.00.

No. GSH321-20"x 5"-containing 6 padlocks to retail at from ments of your trade. 15¢ to \$1.00.



#### YALE CABINET & TRUNK LOCK MERCHANDISER No. GSF11 22" x 11"

Assortment represents locks most frequently called for. Retail prices from 20¢ to \$1.25.

This merchandiser makes it easy for you to carry a representative stock that will take care of most of the require-

THE YALE & TOWNE MFG. CO. STAMFORD, CONN. U.S.A.



Wherever Myers Power Sprayers are used—in orchard, vineyard, nursery, field or garden—their success and popular acceptance are due to their many outstanding features of excellence.

Responsible for their splendid performance is the Myers Automatically Controlled Self-Oiling Power Spray Pump, a cutaway view of which appears above. Radically different from most other types of power spray pumps, this pump in duplex, triplex or quadruplex styles, is built to the finest of mechanical standards. Rugged and simple construction—perfect and continuous lubrication—smooth safety housing (not shown in illustration) protecting working parts and excluding dust and dirt—easy accessibility to all points of adjustment—positive balanced automatic control—ample capacity and pressure range—all are important factors that rate high with experienced fruit and vegetable growers who realize that if true spraying economy and efficiency are

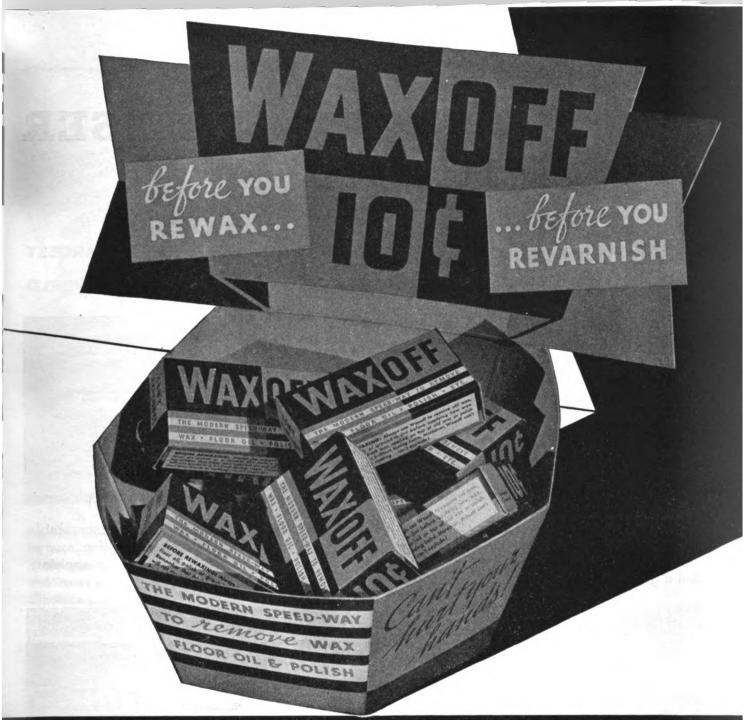
to be attained, the pump and its performance values come

Myers Power Spray Rigs equipped with Myers Self-Oiling Automatically Controlled Power Spray Pumps come with 100, 150, 200 and 300-gallon, non-corrosive tanks designed for durability, quick filling, easy cleaning and thorough agitation. Mounted on modern steel trucks of latest design and equipped with rubber tires when desired, they are furnished with dependable full-power engines, without engines, or for traction of traction power. Other equipment includes guns, brooms, extensions and nozzles, or booms for field and row crop spraying.

If you want to know more about Myers Power Sprayers, their splendid performance, their durability and dependable low cost operation, write for catalog and complete information

The F.E.MYERS & BRO.Co. Ashland, Ohio PUMPS-WATER SYSTEMS-HAY TOOLS-DOOR HANGERS

HARDWARE AGE



## VAXOFF GOES MODERN\* AND GOES NATIONAL

e is Waxoff in the modern mode . . . a smart, new blue-white-and-orange combination streamlined 936 selling! Here is the only product of its kind in America . . . in a wholly new set-up and backed a wholly new campaign in such big-league magazines as The Saturday Evening Post, Better Homes Fardens. Remember, every customer who walks into your store is "a natural" for Waxoff. Not only it do a great de-waxing job but it is great "life insurance" for every dealer who has to hear that the chronic complaint: "The varnish didn't dry." Hence every time you sell wax or varnish sell Waxoff re's a dapper dozen of 10c self-sellers packed to each "knock-down" basket! Ask your jobber

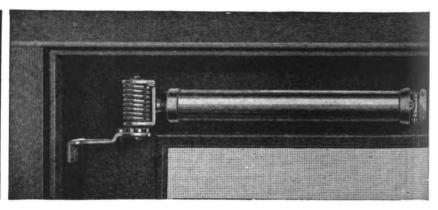
HALK CHEMICAL COMPANY \* LOSIGIAN GELES CHICAGO

## NORTON EDOOR CLOSER

#### 2 MODELS OF UNEQUALED VALUE BUILT BY THE LARGEST

**EXCLUSIVE MANUFACTURER OF DOOR CONTROLLING DEVICES IN THE WORLD** 

NORTON
HIGHEST QUALITY
SCREEN DOOR CLOSER
No. 4
RETAILS AT \$2.00

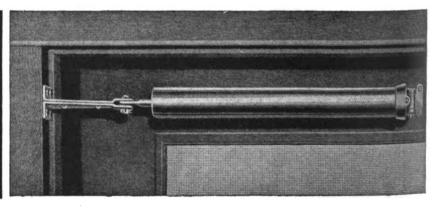


This "no slam" device is built strongly for long service.. non rust seamless brass tube.. unbreakable heavy steel stampings form the bracket, spring holder and hinge plate. Correct engineering assures checking at all times. Number 4 is packed in individual cartons with full instructions for applying. Sell a good product to sell satisfaction.

NORTON

EXCELLENT VALUE
SCREEN DOOR CLOSER

No. 04
RETAILS AT \$1.25



A simplified closer of excellent workmanship. The tube is seamless and holds a powerful compression spring. Number 04 is a fine device, built for durable service of high quality materials, offered at a surprisingly low price. It is packed in individual cartons with full instructions for applying. (To be installed on opposite the hinge side only.)

PUT THE NORTON SCREEN DOOR CLOSER COUNTER DISPLAY to work in your store—THERE ARE MANY SCREEN DOORS in your community that should stop slamming.

WRITE TO YOUR JOBBER OR NORTON DOOR CLOSER COMPANY

NORTON DOOR CLOSER COMPANY—2900 N. WESTERN AVE.—CHICAGO. LL

Division of the Yale & Towne Mfg. Company.



#### HAZARD INSULATED WIRE WORKS

Division of

#### THE OKONITE COMPANY

Factories:

Wilkes-Barre, Pa.

Passaic, N. J.

### VALUE • ADVERTISING



is page adverment appears in color in GOOD JSEKEEPING gazine, May, i (on sale April Now you can cook with oil and still have a kitchen that in beauty rivals anything you have ever seen. For Florence celebrates 64 years' experience with beautiful new Table Top and Console Oil Ranges. Styled and built for today and tomorrow, they bring you the convenience of gas, economy of oil. Finished in gleaming porcelain enamel, with rounded edges and corners—easily kept spotless.

New thrills in cooking! Five power-

with paneled front, Console models with closed or open front—finished in gleaming porcelain enamel. See these and other models for every need and purse. Ask about the Florence Budget Plan. Send today for the big booklet that illustrates the great line of Florence Oil Ranges. It contains new and practical recipes, and interesting full-color suggestions on kitchen decoration. The coupon brings it to you—free.



## DISPLAY · DIRECT MAIL



## but new Florence Oil Ranges Out Front

They're OUT FRONT in style: new Table Top and Conole designs with paneled front, bakelite fittings, porcelain inish in white and modern colors.

They're OUT FRONT in value: embodying the refinenents of 64 years' experience; endorsed by Good Housekeep-

Institute.

They're OUT FRONT in features: with extra large insuated oven offering Balanced Baking; with powerful wickless terosene "Focused Heat" burners, offering the convenience of gas, economy of oil; with sturdy construction, built for to-lay and tomorrow.

They're OUT FRONT in advertising: with 43 million mesages in 15 national and farm magazines reaching the best oil tove prospects; with new window and store displays that nake people stop, look, and listen; with beautiful direct mail to send to your own prospects in your own neighborhood.

They're OUT FRONT in sales: with values that bring people to your store; with a line for every need and purse,

including wickless and wicktype oil ranges and stoves, gasoline pressure ranges, and modern gas ranges.

Who's back of you in STOVES? More and more reliable dealers are choosing FLORENCE, the line that offers everything, including a new BUDGET Plan.

Send for the Portfolio "FLORENCE in 1936." We're going places this year . . . want to come along?



#### FLORENCE STOVE COMPANY

General Offices and Plant, Gardner, Mass.; Western Offices and Plant, Kankakee, Ill.; Sales Offices: Merchandise Mart, Chicago; New York, Boston, Atlanta, Dallas, Detroit and San Francisco.

FLORENCE





them parallel to each other. The result is a finer, cleaner, more uniform "sliver" which insures stronger rope with no weak spots.

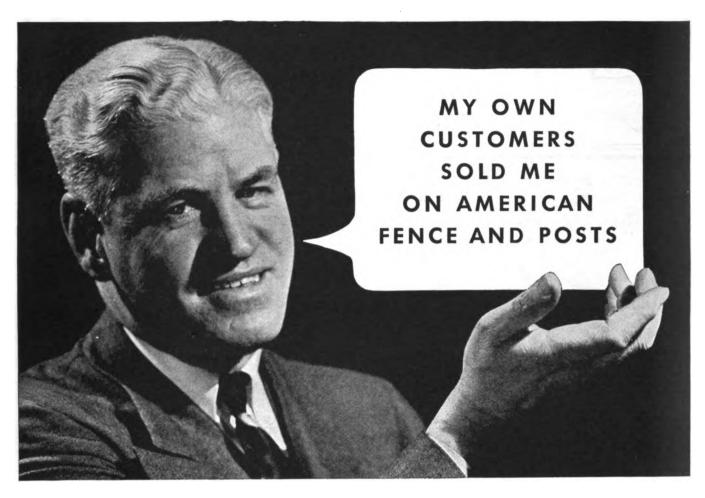
#### COLUMBIAN ROPE COMPANY

352-80 Genesee Street

AUBURN, "The Cordage City," N. Y.

## COLUMBIAN TAPE MARKED ROPE

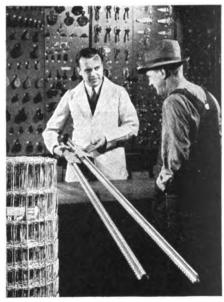
HARDWARE AGE



A DEALER told us not long ago that before he decided on which fence to stock he went out and asked a lot of farmers for their opinions on fence. He logically figured that if anybody knew how fence should stand up it would be those who actually used it.

"Well," this dealer said, "the good things those farmers voluntarily told me about American fence and posts didn't leave any doubt in my mind as to which fencing I should handle. That was some time ago and I am certain now that I chose wisely."

We are sure you will feel the same way about genuine American. It has every money-saving feature your farm trade wants. Every roll is guaranteed full weight, full gauge, full length. It is well advertised. American is America's largest seller—you can't stock better, more profitable fence and posts.



#### AMERICAN FENCE AND POSTS

AMERICA'S LARGEST SELLING FENCE

American Steel & Wire Co., 208 S. La Salle St., Chicago Tennessee Coal, Iron & R. R. Co., Birmingham, Ala.



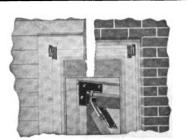
Columbia Steel Company, San Francisco, Cal. Export Distributors: United States Steel Products Co., N.Y.

UNITED STATES STEEL



## IT'S FLY TIME!

#### -HARDWARE DEALERS



No. 78 Screen and Storm Sash Hanger

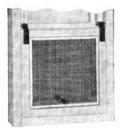




No. 79 Screen and Storm Sash Hanger



No. 80 Screen and Storm Sash Hanger



No. 81 Screen Hanger

ATTENTION now centers on screen equipment, which is one type of merchandise that requires very little persuasion to sell.

Prompt action is needed to combat the annual intrusion of flies, and hardware dealers should stock up early with

## National SCREEN HARDWARE

in order to cash in on the profitable business to be enjoyed with this seasonable hardware.

The completely illustrated National catalog carries full information about the many fine-quality screen hardware products, some of which are shown here. If you have not received a copy of this catalog, write for it now and order your stock of screen hardware before the buying rush is over.

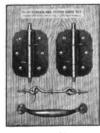
National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.

NATIONAL MANUFACTURING CO. STERLING, ILLINOIS

#### SCREEN AND STORM DOOR SETS



No. 90



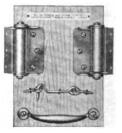
No. 91



No. 92



No. 93

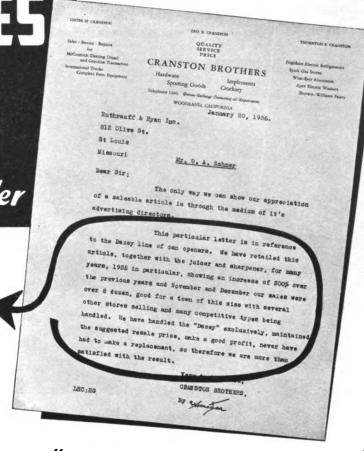


No. 94

HARDWARE AGE



"This particular letter is in reference to the Dazey line of can openers. We have retailed this article, together with the juicer and sharpener, for many years, 1935 in particular, showing an increase of 300% over previous years and November and December our sales were over 8 dozen."





#### "MORE THAN SATISFIED"

Says This and Many Another Dealer as Sales of DAZEY Devices Soar!

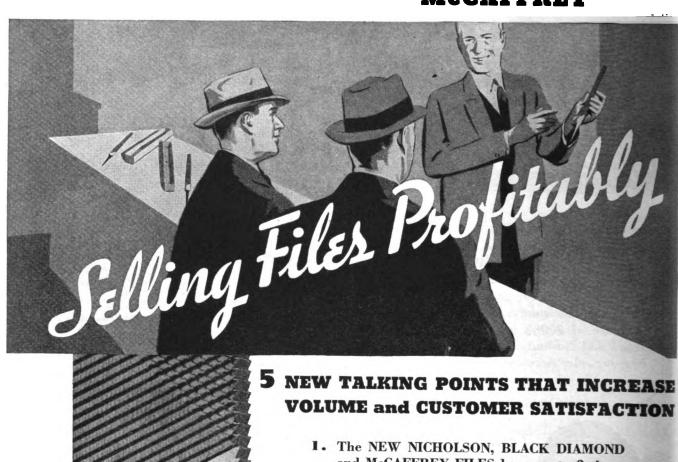
ONLY 5500 people in Woodland, California, yet Cranston Brothers alone sold 8 dozen DAZEY Devices during the last two months of 1935 in competition with other dealers and other products! No wonder Mr. Cranston writes, "We are more than satisfied with the result!" Nor is the record of Cranston Brothers unique. Dealers from all parts of the country have reported equally gratifying results—a truly sensational increase in DAZEY sales in 1935 with every indication of continued increases in 1936.

Sales are bound to continue growing if for no other reason than the one illustrated on the left. A woman buys a DAZEY DeLuxe Can Opener at \$1.69\*—a DAZEY Senior at \$1.39\* or a DAZEY Junior at 69c. She is shown the DAZEY-SPEEDO SUPER JUICER at \$1.75\* and the DAZEY SHARPIT at \$1.50\* will fit the same handy wall bracket. That bracket then serves as a constant reminder of other DAZEY products—a silent salesman always on the job. Why not start these effective salesmen working for you? Call your jobber's salesman TODAY. \*Minimum retail prices—Slightly higher west of Rockies.

#### DAZEY CHURN MFG. CO.

4301 Warne Ave., Dept. C-11, St. Louis, Mo.

#### NICHOLSON **BLACK DIAMOND** McCAFFREY



- and McCAFFREY FILES have up to 3 times as many cutting edges per square inch.
- 2. Reserve cutting edges go to work as old ones wear down.
- 3. No skidding or side slipping from line of work—These NEW FILES cut straight and true.
- 4. These NEW FILES remove far more stock.
- 5. These NEW FILES save money because of increased durability.

At hardware wholesalers' and mill supply dealers'.

Nicholson File Co., Providence, R.I., U.S.A.

NEW FILES Produced in NICHOLSON, BLACK DIAMOND, **Mecaffrey Brands** 



A CLINCHING ARGUMENT: Urge your customers to test the NEW NICHOLSON, BLACK DIAMOND, McCAFFREY FILES in their own plants or work shops. They will find that every selling point is a fact.

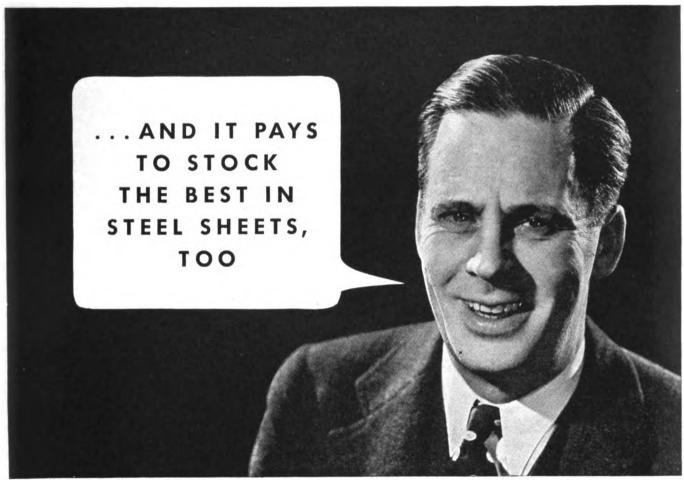
R



LIKE FENCE, the quality of roofing and siding sheets can't be judged on the floor of a store. Appearance doesn't mean a thing. Of two brands identical in appearance, one may last indefinitely—the other fizzle out in short order when the weather gets in its licks.

That's why it pays to stock the best sheets—American, Tennessee, or Columbia. These sheets are full gauge. They give the long life service that makes satisfied customers. Galvanizing is full weight, evenly coated.

All types—rust-resisting Copper Steel, galvanized, black . . . flat, corrugated, or V-crimped. Write today for prices and complete information.



#### AMERICAN-TENNESSEE-COLUMBIA STEEL SHEETS

American Sheet and Tin Plate Co., Pittsburgh, Penn.

American Steel & Wire Company, Chicago, Ill. Columbia Steel Company, San Francisco, Cal.



Tennessee Coal, Iron & R. R. Co., Birmingham, Ala. Export Distributors: United States Steel Products Co., N.Y.

UNITED STATES STEEL



# PITTSBURGH'S (O) POINT PLAN

TURNOVER is one of the most important requirements for making a profit. What sort of backing do you have to help you turn your stock quickly? What's behind you when you hold a franchise to sell Pittsburgh Paint Products? Check the eight points listed here, and see how the Pittsburgh proposition is designed to help you make the greatest profit out of an agency:

## FOR LITTLE BOOK OF THE SECOND SECOND

**1** A COMPLETE LINE—A paint, a varnish, an enamel, a brush for every painting need. A complete service to every type of customer. But duplication is avoided.

2 ADVERTISING—The most consistent advertising program in the industry. National radio, magazines, newspapers, direct mail. And a great selling idea in "One-Day Painting."

TIME-PAYMENT PLAN—America likes to buy out of income. Pittsburgh presents the first really simple, red-tapeless plan in the industry. The Pittsburgh Time-Payment Plan—"Paint Today, Months to Pay."

**AVAILABILITY**—A vast network of 73 completely stocked warehouses, located so they can serve almost any dealer in the country within 12 to 24 hours.

**5** MANUFACTURING FACILITIES—Ten modern factories for making paint and brush products, located to service every part of the country quickly.

RESEARCH — In one of the largest paint laboratories in the country, chemists and engineers are never through with their job of improving Pittsburgh Paint Products.

PROVED QUALITY—Three great "proving grounds"
— located in spots subjected to climatic extremes.

There Pittsburgh Paint Products are field-tested before they are offered for sale.

**STABILITY**— Eighty years of continuous and successful paint manufacturing—eighty years of steady growth and progress.



LISTEN TO the Music You Love, superbly rendered by the Pittsburch Symphony Orchestra and distinguished guest artists, every Thursday at 8 P.M. Eastern Standard Time, over N.B.C. Blue Network and associated stations.

#### ANOTHER ATTENTION-GETTER!

Peters' FILMKOTE advertising is just as new and different as this great .22 is new and different. The advertisement reproduced here appears in a long list of outdoor, farm and technical magazines. And it's stirring up interest—and FILMKOTE business for you.

FILMKUTE

ORIGINATED BY PETERS

## "IT COMES CLEAN"

CLEANER HANDLING smoother functioning-more consistently accurate - than the older type of .22's.

> RUSTLESS FILMKOTE rimfire cartridges provide a uniform barrel condition, thereby maintaining a constant "center of impact." By eliminating the residue variable, your groups "stay put" for an unlimited series of shots on a fixed sight setting. The machine rest proves this by giving smaller composites—of a larger number of 10 shot groups than ever before. This has been

carefully checked in several ballistic laboratories.

FILMKOTE has a distinct advantage in indoor ranges by eliminating the haze created by the vaporization of volatile lubricants. FILMKOTE is recommended for indoor and outdoor rifle and pistol shooting with single-shot weapons, repeaters and automatics. CARTRIDGE DIVISION, Remington Arms Co., Inc., Dept. C-22, Bridgeport, Conn.



DETERS

"SPEEDMASTER" Model 241 Autoloading Rifle, .22 Caliber.

18

HARDWARE AGE

## A New Zine-Coating Process

### gives this Fence Powerful Sales Appeal

B ETHANIZED FENCE derives vastly increased resistance to weather from a remarkable new zinc-coating process known as Bethanizing.

A Bethanized coating is inherently far more resistant to the elements than coatings applied by any other processes. It also possesses properties that enable it to retain its full protective value through the bending and twisting encountered in weaving into fence — another point where it scores heavily over other coatings.

The characteristics of the Bethanized coating that bring a new era in fence protection are greater weight, tighter bonding to the wire, higher ductility, greater uniformity, and higher purity. The effect of each of these properties on fence life is explained on the next page.

#### Sells at Regular Fence Prices

There's no extra charge for Bethanized Fence in spite of its qualities placing it far ahead of any other fence. Its super-values are all sales helps to the dealer — the key to an increased volume of business built on a solid foundation.



## W LAY BETHANIZING

## sets new standards of weather resistance ...

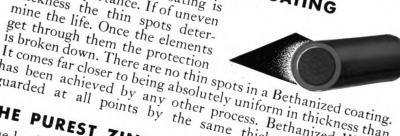
#### TIGHT, DUCTILE COATING DOESN'T CRACK OR FLAKE

The tight bonding of the Bethanized coating to the wire, combined with its high ductility, enables the wire to go through the weaving operation without the slightest

impairment of the protective coating. There's no cracking or of the zinc at the wran ioints to let the weather in Impairment of the protective coating. I here's no cracking or The extreme test of bending the wire flat back on itself, as shown in the cut shows how completely a part of the wire a Rethanized If the extreme test of bending the wire nat back on itself, as snown in the cut, shows how completely a part of the wire a Bethanized of the wire against rust The pure In the cut, snows now completely a part of the wire a Dethanized Coating is. It permanently seals the wire against rust. The pure, ductile, tight coating is equally as flexible as the steel base.

## NO THIN SPOTS IN THE COATING

Uniform thickness of coating is of great importance. If of uneven thickness the thin spots determine the life. Once the elements get through them the protection



Is broken down. I here are no thin spots in a pethanized coating. It comes far closer to being absolutely uniform in thickness than achieved by any other process. Rethanized Wire is It comes far closer to being absolutely uniform in thickness than has been achieved by any other process. Bethanized Wire is tube of zinc.

## THE PUREST ZINC EVER APPLIED TO WIRE The lasting qualities of zinc when exposed to

the weather are to a great extent dependent upon its purity. Most of the gradual loss of gradual loss of the gradual loss of gradual forms. the way to the attack of acids formed from sulphur gases — present in the atmosphere of even remote rural districts.

The closer the zing approaches absolute

The closer the zinc approaches absolute purity the longer it will last Rethanizing applies to wire on on per cent pure zinc — the I ne closer the zinc approaches absolute punity the longer it will bureach aver manifactured commercially. Purest ever manufactured commercially.

The immunity of the Bethanized coating to attack by sulphuric acid is shown by the test illustrated above. When Rethanized and one made hy any of the pnuric acid is snown by the test mustrated above. when two pieces of wire, one Bethanized and one made by any of the older processes, are immersed in a solution of sulphuric acid, a older processes, are immersed in a solution of sulphuric acid, a cloud of bubbles rises from the latter (at right in cut) as the acid remains attacks it. The Bethanized sample, on the other hand, remains free of bubbles, showing its high resistance to attack by acid.

#### BETHANIZED F

\*Bethanized Farm same design as the wo sedes. It is of the s. proved cut-stay, hingetion, that enables it t after being knocked ou

Bethanized Farm Fen wide range of types and the various needs of users

#### BETHANIZED CHIC

★ The superior protective \* The superior protective Bethanized Wire is of spi tance on chick fence with i light wires which, unless protected from the weath easy target for the attacks o Bethanized coating assures for even the lightest-gauge

#### BETHANIZED STIFF-STAY FENG

\*For fence users who prefer 2: fence, Bethanized Stiff-Stay F. features that appeal to prospect ers. Among these is the stap clamping the wires securely but s mitting adjustment to uneven

#### BETHANIZED LAWN FE

\*The lustre of the Bethanized of is of special advantage in lawn where appearance is so impo Bethanized Lawn Fence is woven the top of each picket tightly laced with adjoining pickets, for what is known as the bracedtop that keeps the fence erect straight. It is made in either sin straignt, it is made in either and arch or double-arch construction.

### BETHLEHEM STEEL FENCE POS

Bethlehem makes a line of steel fee posts that meet every farm requi ment. The Omega-U Post Strength that makes it practically a

\*All Bethanized Fence is woven from wire made of true copper-bearing steel, containing from 0.20 to 0.30 per center in our fence are mentioned at the right. Complete specifications are given in our fence. BETHLEHEM STEEL COMPA GENERAL OFFICES: BETHLEHEM, PA.





For cupboards, bookcases, and cabinets. Available in a wide variety of finishes to match any other hardware.

#### SCREEN DOOR HARDWARE



#### SCREEN HARDWARE







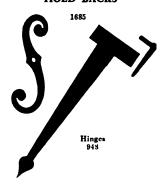
Couplings 15 and 16

Fastener 31/4



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#### BLIND HARDWARE HOLD BACKS



#### ORNAMENTAL HINGES 1481

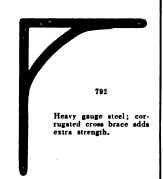


Designed for cabinets, cupboards, bookcases, china closets, medicine cabinets, etc.

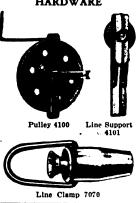
#### CLOSET HARDWARE



#### SHELF BRACKETS



CLOTHESLINE HARDWARE



#### SURFACE BOLTS



367-wrought brass 381-wrought steel

#### BARREL BOLTS

Sc1078



Japanned finish with brass plated bolt packed with wood screws.

#### "LITTLE PLACES"

#### IN THE HOME

### NEED Carefree SERVICE TOO!

A surprising number of profitable sales of Stanley Hardware are made for little places in the home where carefree service counts—fully as much as it counts in residence and garage door operation!

In popular magazines, people are reading about Stanley Hardware for Carefree service on these small jobs. The booklet "For Carefree Doors" covers them, too! Both will help to make your customers quality-minded when they buy hardware like that shown on this page. Is your stock of it complete?

#### WRITE FOR BOOKLETS

To over two million people, Stanley is advertising "Carefree Doors" this year. Architects, contractors and prospective home builders are sure to be influenced by this quality drive in their favorite magazine.

this quality drive in their favorite magazine.

The 32 page booklet "For Carefree Doors" ties your store directly to all this advertising. It shows and describes items like those in your stock. Write now for a supply of these booklets and let your store be known as headquarters for "Carefree Doors."

THE STANLEY WORKS, New Britain, Conn.

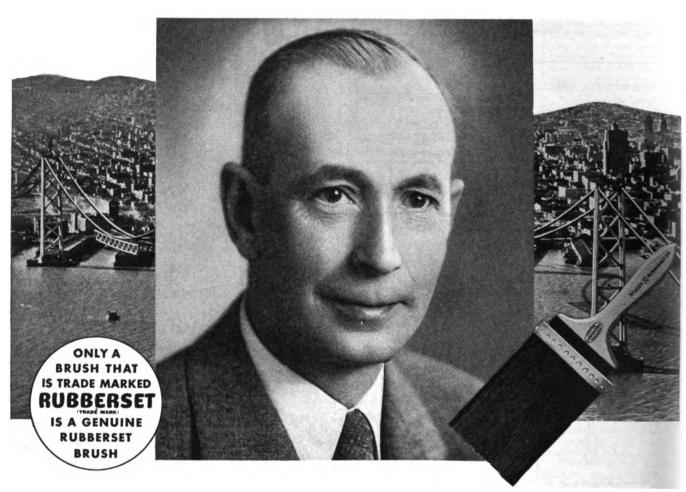
STANLEY

OR arefree DOORS SELL STANLEY HARDWARE

#### "Now we know...

#### RUBBERSET PAINT BRUSHES are best,"

SAYS H. B. WATSON, PAINTING CONTRACTOR FOR THE GIGANTIC SAN FRANCISCO-OAKLAND BAY BRIDGE



"That RUBBERSET PAINT BRUSHES are doing one grand job on the Oakland Bay Bridge," continues Mr. Watson, "is no surprise to us. We checked practically every reputable paint brush in the field before we found that RUBBERSET—and RUBBERSET exclusively—met all our rigid requirements. Later events have proved that we picked the finest brushes money can buy."

The RUBBERSET Company deeply appreciates these words of praise. They are the tribute of a great painting institution to a great paint brush. Mr. H. B. Watson ordered RUBBERSET No. 35 rubber-bound stucco brushes for the 1936 painting on the longest bridge ever built.

RUBBERSET is the paint brush without a regret. Only the finest Chinese bristles go into RUBBERSET

BRUSHES. And these bristles are set everlastingly in hard rubber by the celebrated Rubberset Process, a process that never has been duplicated The bristles are put in so they CAN'T come out.

There's a RUBBERSET PAINT BRUSH for every job, from 8-mile real bridges to 8-inch toy bridges. You name the job—RUBBERSET has the brush.

#### RUBBERSET COMPANY

PAINT BRUSH DIVISION - 56 FERRY STREET, NEWARK, N. J.

ESTABLISHED 1873

NOW UNDER THE OWNERSHIP OF BRISTOL-MYERS CO



Tell her that with Edison MAZDA lamps at new low prices, she ought to fill every empty socket with the right size bulb and keep plenty of spares on hand.

Tell her the 100-watt size is just the thing for singlesocket reading lamps, kitchen or laundry ceiling. If you don't ask her to buy, she can't say, "Yes!" General Electric Company, Nela Park, Cleveland, O.

"I'M A 100-WATT MAZDA LAMP
Give me a play next month with
your spring house cleaning items.
At 20c each...5 for a dollar...I'm a
real bargain in better light, and
I can make real money for you!"

# EDISON MAZDA LAMPS GENERAL ELECTRIC

# Dear Bill:

Your letter sounds like you "is regusted," as Amosnandy say. I know just how you feel because I was in the same boat before I changed lines.

I'll tell you in one word what you need, Bill -- and that's SAPOLIN. I haven't suggested before that you change over to Sapolin, but I'm doing that now! You know what a success the Sapolin line has been in my store.

Bill, those Sapolin people are the kind you and I like to do business with. What I mean is they give a dealer a sure enough square deal. They have a minimum stock arrangement that's a corker. Their prices are maintained and you're sure of a full profit - what I mean. No retail stores of their own competing with you. They take a personal interest in how you are doing with the line and work with you to put it over.

As for Sapolin Products -- well, paint doesn't come any better. Sapolin quality really means something, and it has since 1882. You make steady repeat customers with Sapolin. Sapolin house paint, wall finishes and varnishes are top notch in quality, and Sapolin Speed Enamel and all the Sapolin specialties are the best you can handle. They've a swell choice of colors - a clean, right, smart setup.

Tell you what, Bill, drop a line to the Sapolin Company, 229 East 42nd St., New York City, and tell them you want to talk things over. It won't obligate you and you will find Sapolin is just what you need to make you happy.

Say, when are you coming over to see my new store layout? Use it as an excuse for us to go fishing - we can do both. I know a new lake - it's a honey!

As ever,

Jack



CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

The Hardware Dealers Magazine

Salas Offices

239 WEST 39TH STREET

NEW YORK, N. Y.

Vol. 137

No. 7

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"Who Makes It?" Editor

L. W. MOFFETT Washington Representative

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1.08 ANGELES, CAL.: R. J. BIRCH, 846 So. Brondway

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Executive Offices Chestnut and 56th Streets Philadelphia, Pa.

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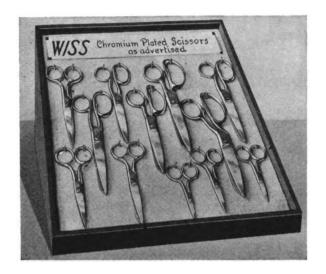
**MARCH 26. 1936** 

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# Questions & Answers for HARDWARE MERCHANTS

This Merchandising Unit FREE with initial order

- Q. What's new in scissors that will give me more business?
- A. Wiss Chromium-Plated Scissors.

Note: Chromium-plating is the newest development in the scissors business. It is rust-resisting, keeps scissors new and shiny indefinitely, and makes them remain sharp longer.

- Q. Why will Wiss Chromium-plated scissors give me more business?
- A. They are new and sound; hence interesting to the consumer. And they enable your sales people to sell the most economical cutting satisfaction ever offered to the public.

Note: Wiss chromium-plated scissors will be introduced nationally in the April issues of Woman's Home Companion and Ladies' Home Journal, on sale about March 15th, to be followed by advertisements in Good Housekeeping, American Home, Pictorial Review and Better Homes and Gardens.

- Q. What shall I do to get this extra business?
- A. Order now one of the display units—tie-up with our advertising with counter display and newspaper advertising.

Note: Walnut counter display 11"  $\times$  12"  $\times$  6" (back)  $\times$  1½" (front) will be shipped with your initial order for one of the assortments.

WRITE AT ONCE FOR PARTICULARS OF DISPLAY UNIT

SALES PROMOTION DEPT.

J. WISS & SONS CO. - NEWARK, N. J.

# Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

#### Sales Policies—

More and more, distributors are thinking seriously about the sales policies of those who supply goods. A San Francisco department store uses a sticker on all orders, which reads as follows: "If it is found that the wholesaler or manufacturer of the merchandise covered by this order is selling at retail, this order is immediately canceled and the merchandise covered thereby is subject to return." Manufacturers' salesmen tell me that this store is very serious about this condition of sale and plans shortly to spread the idea to all other interested retailers.

#### Rejected Sales-

A far-western wholesaler has solved the problem of saying "no" to industrial customers who try to buy guns, tires, bicycles, etc., at wholesale using the pressure of their industrial purchases as a leverage. He explains that such business belongs to a nearby retailer-customer of the house and that the firm's main function is to protect as well as supply dealers. The applicant is also told that

the wholesale firm cannot afford to handle accounts or transaction of retail sales and draws a related parallel which the applicant would understand in his own business. A complete record of all such rejected sales is maintained and copies furnished the wholesaler's salesmen twice a month. These lists are shown to dealers as evidence of the firm's policy and as stimulation for greater selling effort, particularly outside effort on major items, which usually dominate the lists. I saw a few of these lists and noted that the sales volume represented anywhere from \$1,500 to \$4,000 at retail. On occasions, with the permission of the prospect, the data is immediately furnished to the nearest retailercustomer of the jobber and often results in good sales on washers, guns, bicycles, refrigerators, etc. For the information of interested wholesalers and retailers, let it be said that the idea is not pat-

#### Common Problem—

In fairness to wholesalers who do, at times, handle an odd retail sale at better than retail price it must be realized that such business is not sought nor desired by any wholesaler. It is obviously costly business of a type not suited for the machinery of a wholesale house and only permitted under high pressure. Yet it is wrong and unfair. Carried to ultimate conclusion, everyone would somehow have an "in" to buy at wholesale and there would be no retail business which would mean elimination of retail outlets for the products made by the very firm whose employees ask for such consideration. Retailers face a related problem from nearby merchants in other lines who ask for some trade discount on goods purchased in hardware stores. When the butcher, baker and candlestick maker buy hardware, they do as consumers and should pay full retail price, just as the hardware man pays full price when he buys goods from his nearby retailers in other lines. Also the retailer of non-hardware lines buying for personal use, and not for resale, should not have wholesale prices and should be forced to buy from a retail hardware store and not from a wholesale house, even though on the books for other merchandise. In other words, goods for use represent consumer purchases and goods for resale only are subjected properly to any trade discount.

#### Newlyweds-

W. S. McCune, well - known manufacturers' salesman in Los Angeles area, tells me that women purchase, the first few vears of their married life, exactly three to four times as much hardware store goods as they buy thereafter. He bases this estimate on some careful study of the subject over a period of years and has ample justification for his findings. Therefore, it would pay every hardware merchant to give extra sales attention to every newly married couple, soliciting their hardware and related housewares business. Here and there,

hardware dealers send a note of good wishes to the new bride and groom, and invite them to visit the store to receive a gift, usually an inexpensive yet useful item, such as a bathroom mat, door rug, or some item needed in every kitchen. This brings them into the store and exposes them to the display of the many items needed for keeping a happy home.

#### Interior Displays-

Too often the hardware store with splendid windows and efficient interior display fixtures does not offer sufficiently frequent changes in merchandise arrange-Even with good steady ment. store traffic, the store that remains static loses much of its ability to create extra business. The Rompage Hardware Co., Hollywood, Calif., changes its complete arrangement once or twice a month, sometimes more frequently, and finds that the effort and trouble is well worth while. Proprietor Paul Rompage was telling me how many women remark favorably upon the changes he makes and that it forces them to look around more than if goods were always in the same location. As he was explaining this idea, a woman came in for curtain rods, needing a few more than she obtained a few days previous. She went to the table where they were the previous week, but found instead some very attractive colored glassware and pottery. Forgetting for the moment the curtain rods, she began examining the pottery and decided that two or three pieces were just what she required to brighten up a part of her home. Result, a sale of nearly \$3, in addition to the curtain rods, and the comment, "my goodness, this store is so changed every time I come in and so interesting I always buy something more than I come in to obtain. A hardware store is an interesting place anyway, but if it were not for the changes I would never see half of the goods you really have and you do have some splendid things I really want to buy." Mr. Rompage was naturally delighted to have this eloquent approval of

his ideas on this subject and so was I. A store where the arrangement of goods is changed frequently becomes a place of business that invites casual shoppers and helps build and maintain the store traffic sorely needed by every retail business.

#### Chain Store Laws—

Watching the progress of the proposed Patman-Robinson antichain store bill and the experiences of state retail groups sponsoring chain store laws, one is impressed with the potency of the chain store industry in regard to lobby activities. It is clear that the chain store industry fears both investigation and legislation and does not want to stand the scrutiny which may develop further if continued legislative activity is forced by non-chain groups. From the standpoint of public opinion the wage angle has never been properly developed nor publicized. Here is a fine field for anti-chain activity. If chain store wages were more widely known and more openly attacked by organized labor groups some good might develop.

#### Bernstein's—

Bernstein's Fish Grottos, in San Francisco and Los Angeles, offer all merchants a real inspiration. Specializing in the best and most varied of west coast sea food, these two dining places have character that is distinctive. Both are constructed along nautical lines. Their store fronts are as the prow of a ship; their dining booths like ships' cabins; their stairways like gangways, their windows as portholes and even the sidewalk in front is planked like the deck of a ship. In other words these restaurants are complete in their ship treatment. Too often such efforts are only partially completed due to laziness or indifference. But these places are unusual, largely because the illusion of being aboard ship is so complete. There is, of course, the novel touch which attracts but the people who run these places are smart enough to make their prices fair, their assortment varied and their service efficient. So we find the novel idea

bringing new customers and the treatment inside encouraging repeat visits. In that simple formula is the moral or lesson for all merchants. Have character, not necessarily a novel touch, and keep the customers coming back for more because they get their money's worth and find the service worthy of the selling appeal.

#### Re: Legislation-

Many organized groups within our hardware industry spend generous effort and time seeking legislative relief against unfair competitive situations. Personally, I have never had much faith in legislation as an aid, cure or help, being always somewhat skeptical of the honest intent and/or understanding or sympathy of legislators. In this connection, an item in Life reads as follows: "A recent bill introduced by Senator Borah reads, 'A bill to further extend the operation of the act entitled,' 'An act to further extend the operation of the act entitled,' 'An act to further extend the operations of the act entitled,' 'An act for the temporary relief of water users on irrigation projects constructed and operated under the reclamation laws'!" Surely, the clarity or lack of it, suggests to us common citizens how much help to expect from legislative efforts.

#### Price Cutters-

Did you ever hear of a prayer or an ode to a price cutter, a predatory animal that seems to exist today in every field of business? I had not until I visited a certain southern wholesaler. who had an interesting letter from a rubber goods manufacturer to which was attached, under the heading of "A Father's Advice to His Son," the following: "My son, never speak unkindly of price-cutters. Never knock them. Because God made them the same as He made fleas, lice, bugs, wasps, snakes, skunks, and other unpleasant things. In His inscrutable wisdom He made them. Why He made them only He knows. Some day He may enlighten us, but up to now I'll be d-d if I understand why."







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PAUL B. SWEGER

ITH more than fifty per cent of its total purchases placed with one wholesaler the Jones Hardware Co., Lima, Ohio, is an active, modern, retail selling organization. Concentration of its buying permits sufficient time, energy and thinking to be directed toward the firm's selling job, where the money is made. Vice-president Paul Sweger is sales-minded. As

the active manager of the business, he directs his talents toward increasing store traffic, increasing the average sale per customer and studying competitive situations. Were he buying from every Tom, Dick and Harry he would have neither the time nor the strength to devote his energies to the vital selling job he has been doing in recent years. Nor would he be in position to demand and obtain

from his source of supply any special help in meeting competitive prices or conditions. As an important account, he is able to obtain such help as he needs it and is in a position to "write his own ticket" where necessary.

#### **Building Traffic**

The special help received from the principal source of supply is often in the nature of traffic building items-merchandise that can be offered as a special for two, three or four days to bring customers into the store. Mr. Sweger recognizes the need of more store traffic as the really vital problem in this store and bends all his energies in that direction. He has the store arranged to facilitate self service on incidental items, to encourage second and third sales of related items in the same department and has sufficient aisle space to permit easy access of the entire store despite its narrow All goods are price width. marked. Color arrangements have been studied in the display of departments (and merchandise within departments) so that a most attractive general appearance is assured, for the entire store.

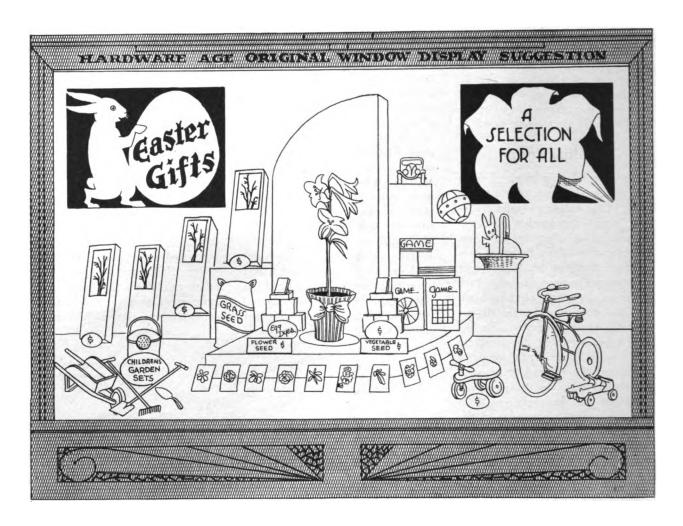
Four times a week, Lima newspapers carry the advertising message of the Jones Hardware Co., which is backed up with a window display featuring goods advertised. Inside the store the same merchandise is again displayed and the selling staff completely informed of the advertising. This gives the store the maximum results from its advertising investment and encourages customers to

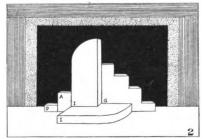
come in again when goods advertised interest them.

Another important factor in maintaining store traffic is controlled installment sales, even for small weekly payments on goods of medium price where credit is satisfactory. For example, the store has been featuring various china sets at attractive prices. One such set at \$22.95 offered a complete outfit of glassware, china, silver service and console setsufficient for service for eight. The entire set was featured in the advertising, not as so many piles of dishes or glassware and a box of silverware - but instead, a photograph showing the actual merchandise on a table set for eight just as it would be used in

the home. In the store basement, where housewares are featured, the actual set-up was duplicated. The price included everything but the tablecloth and candles. It was of attractive patterns and was offered at \$1 down and 50 cents per week. The first two weeks, 25 sets were sold and only 10 persons were turned down for unsatisfactory credit arrangements. Of the 25 there were twelve sets sold to young married couples or couples about to be married. Since that time more than half of these newlyweds have become regular Jones Hardware customers for other goods. Coming back to the store every week for nearly a year brought these women in constant (Continued on page 74)

Good advertising helps The Biggest Bargain of Its Kind Lima Has Ever SEEN!!

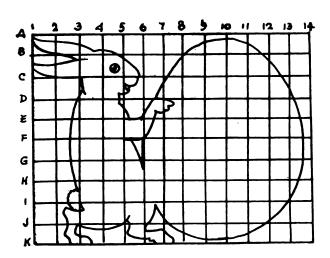


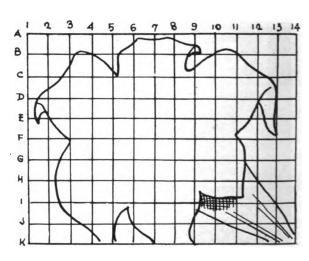


#### Ideas for Window

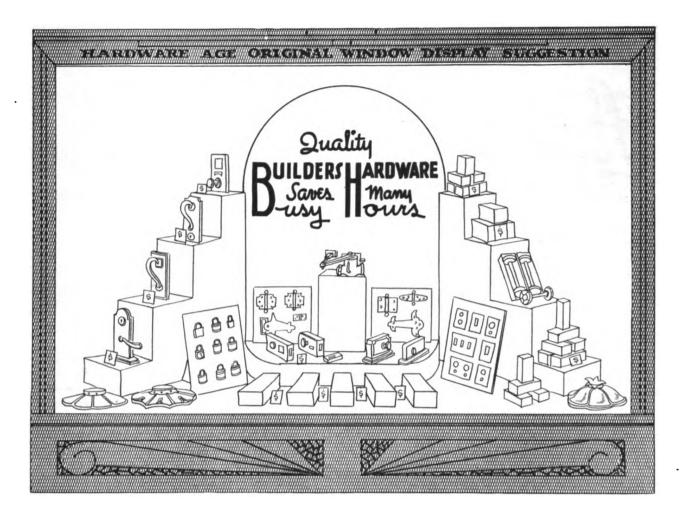
HESE window suggestions are self explanatory. They will, when installed, also explain why good ideas help sell merchandise. The small illustrations show the set-up of the fix-

tures—HARDWARE AGE interchangeables—the large ones show them arranged with merchandise. You can reproduce the background posters easily if you use the charts —and they will surprise you with





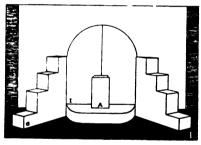
HARDWARE AGE

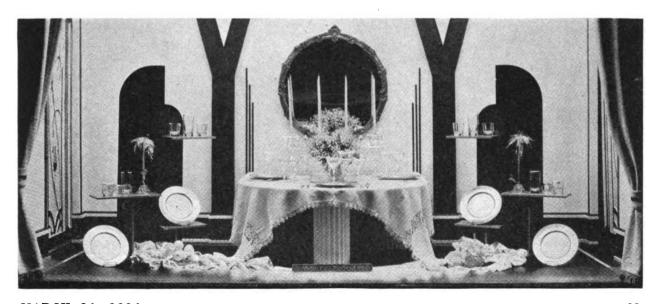


### Displays—Try Em

their good looks. The photo comes from Morley Bros., Saginaw,

Michigan, where T. Jimmy Poitras is the competent window trimmer.





MARCH 26, 1936 33

# Light for the Interior of the Modern Hardware Store By ROBERT W. MORRIS\*

OR hardware store interiors, good lighting obviously is desirable to facilitate seeing; yet other aspects, such as making the interior attractive to create an atmosphere which will

stimulate sales, make good lighting particularly valuable to the store owner. In lighting, the storekeeper has a versatile and flexible medium for advertising and decoration. Briefly, light attracts pros-



A good example of effective general illumination supplied by attractive direct lighting units of the pendant type. The light-toned walls help to reflect light from the units down to the open table displays.

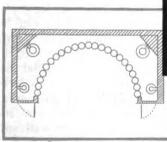


Supplementary lighting units concealed behind the overhanging ledge, extending along the top of the racks.

pective customers, which makes its use a factor of importance in meeting competition.

Let us consider the essential characteristics of any good store lighting system.

First of all, a good store lighting system should supply adequate light. While a very few





harmful if the light is strong or if eyes are subjected to it for long periods. Glare materially reduces the seeing ability of the eye, and hence a glaring lighting installation delivers less effective light than a footcandle reading would seem to indicate. Exposed lamps are always sources of glare, as are excessively bright surfaces of lighting units. Glare is objectionable in a store not only because it is unpleasant for customers and reduces their ability to see, but also because it can impair the efficiency of the storekeeper and his salespeople by sapping energy, causing headaches, and ruining dispositions.

It is important that the light be distributed evenly throughout the interior, for spotty lighting is not attractive. Furthermore, evenly distributed light will help to keep shadows at a minimum. Any dealer who has seen customers leaning over counters or tables and casting dark shadows on the

Center: A luminous niche for displaying a featured article. The background is made of frosted translucent cane glass lighted from behind. The construction is shown in the accompanying sketch.

Light tones predominate in the finish of ceiling, walls, and woodwork. Supplementary lighting in the display cabinets help improve visibility and attractiveness of the merchandise.

footcandles suffice to enable customers to find their way about the store, illumination levels of the order of fifteen footcandles are about the minimum for quick and easy seeing. Higher levels help to create an atmosphere of cheerfulness and brightness, and to make merchandise look attractive.

Freedom from glare is of prime importance, and it is this characteristic which many otherwise satisfactory lighting installations lack. Glare is light that shines directly in the eyes. It is always unpleasant and may even be

\* General Electric Co., Nela Park Engineering Dept., Cleveland, Ohio.



merchandise they are trying to examine will realize the advantage of eliminating shadows. A rough rule of thumb that will insure even distribution is that lighting units should be spaced no farther apart than their mounting height above the floor. Good diffusion of the light, obtained by indirect lighting or by using good diffusing glassware on direct units, also helps greatly to soften shadows and thus make them less objectionable.

Direct lighting, which may be provided in several ways, is always the most efficient type of lighting, and often the most inexpensive to install. This system of lighting derives its name from the fact that most of the light is transmitted directly from the source to the area where it is needed. Direct lighting units are sometimes glaring. This is so whenever the surface brightness of the unit is too high, a condition brought about when the luminaire is too small for the lamp used. This must be borne in mind when units are selected for a new installation and also when the wattage of an old installation is being increased. For a given lamp size, the larger the luminaire, the lower its surface brightness will be, and consequently the less glaring it will be.

#### Indirect Light

Indirect units throw light upward so that the ceiling is illuminated and becomes, in effect, the light source. Therefore, since the light is spread over a considerable area, the surface brightness of the light source is relatively low. Indirect luminaires are often classified as totally indirect or semiindirect, depending on whether all the light or simply part of it is directed upward. These systems of lighting give maximum diffusion of the light and the result is a soft illumination of excellent quality. Indirect lighting in modern stores is not always achieved by the pendant ceiling unit system. Built-in recesses and niches may be used to conceal indirect lighting units for general illumination or for some particular display. The indirect light box which is mounted on counters

or island display tables so that its open top is slightly above eye level is used to flood the ceiling with light. While light boxes are not to be recommended as the only system of illumination for the hardware store, they are useful for building up the illumination provided by an inadequate lighting system.

No matter how much is said about lighting equipments, no discussion of lighting can be complete without some mention of the importance of ceilings and walls in contributing to satisfactory results. Light that is reflected from ceilings and walls helps to build up the level of illumination in the store; light that is absorbed is lost. Ceilings should be flat white, or, if the decorative scheme calls for some color, of very light tints. Walls should be somewhat darker in tone since they are more directly in the normal line of vision and therefore should not be uncomfortably bright, but still their tone should be definitely light. Light walls are particularly important in the small store because the smaller the store, the greater the proportion of the total amount of light that falls on them. Where most of the wall space is covered with wall cases or shelves, these should be finished in light rather than dark tones if maximum benefit from lighting is to be derived. Many merchants could materially raise the level of illumination in their stores simply by refinishing the walls and ceilings in light tones and then seeing to it that they were kept clean. Proper treatment of the ceiling and walls is especially important if indirect lighting is used, for the efficiency of any indirect system depends largely upon the reflection factors of the ceiling and walls.

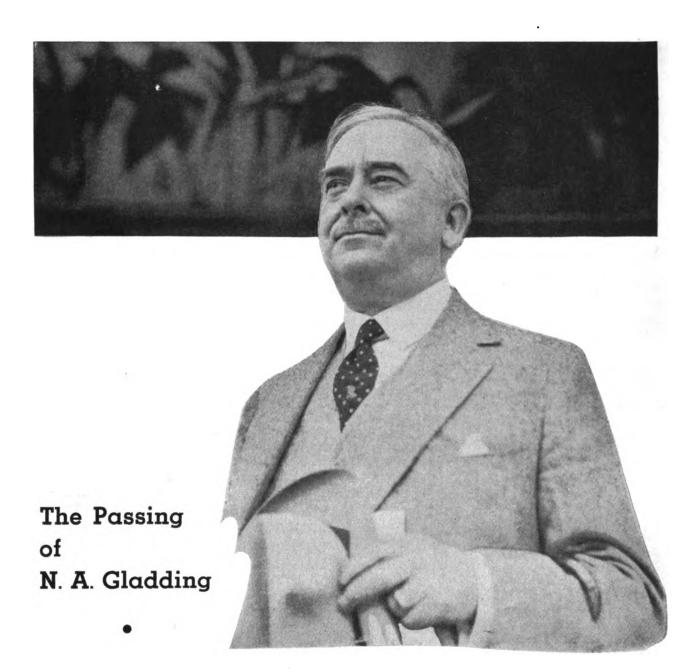
#### Flexibility

In recognition of the fact that the lighting requirements of many merchants vary considerably from hour to hour, or perhaps from day to day as the volume of trade fluctuates, lighting engineers have developed a lamp designed to provide the general lighting system with a high degree of flexibility. This lamp, known as the Three-

Lite lamp, has two filaments of different wattages which may be burned separately or together. thus making available three wattages. When lighting units are equipped with these lamps it is possible to use a relatively low level of illumination when trade is slack to indicate that the store is open for business, and yet have much higher levels available at the touch of a switch for hours when trade is brisk. Thus, whether the illumination is low or high, the distribution of light remains even. As an example of how the Three-Lite lamp can increase the flexibility of a lighting system, let us suppose that a hardware dealer uses regular 200 - watt Mazda lamps in his lighting units. If he turns off alternate units when business is slack the lighting will be spotty. However, suppose he replaces the 200-watt lamps with 100 - 200 - 300 - watt Three-Lite lamps. Then when he burns the 100-watt filaments he uses the same wattage that he used originally when half the units were off, but the distribution of light remains even. For normal periods he can burn the 200watt filaments and use the same wattage he had with all the regular 200-watt lamps; and for busy periods he can burn both filaments and avail himself of 50 per cent more light than he had with his original installation. Three-Lite lamps my be controlled by individual pull-cords hanging from each unit, or more conveniently by a wall switch if a third wire is run to each outlet. Because the new lamps are comparable in shape and size to regular lamps of corresponding wattage, their use in present conventional fixtures requires only minor changes.

With an adequate system of general lighting, all the merchandise displayed should be plainly visible. However, merchandise that is plainly visible is not necessarily attention-compelling. It can be made so by being lighted to a level several times that of the level prevailing throughout the store. This is done by means of supplementary lighting equipments of various kinds, usually

(Continued on page 75)



Albuquerque, N. M., March 9, 1936.

TELEGRAM at the station hotel brings this saddening message: "Gus Gladding Died Suddenly." It cannot be true. I can hardly realize that this good friend is gone. Less than a week ago I shook his hand in a San Francisco hotel lobby and made an April dinner date to be observed in New York. He even picked the place and told me what he would eat. He was so well, so happy, his usual generous self—just a week ago. At

this time I know no details of his passing, but know that I, in common with a legion of hardware men, have lost a true friend whom all of us loved. Across my shocked mind flash memories of a hundred pleasant contacts with Gus Gladding, in a hundred different places. It seems that I've met him everywhere. And now he is gone. I think of the many happy visits I have made to his room at many conventions, where he and his life-long comrade, Col. Houston Dudley, acted jointly as hosts-those little visits were an institution enjoyed for nearly

twenty years and I rebel at the thought of having to give them up. Many times I have taken his picture on the Atlantic City boardwalk and at other convention places. Among these informal snapshots are true glimpses of this unusual friend expressing his radiant, loving personality as no studio portrait could ever hope to catch it. Such a picture will be used here. It will show Gus Gladding as hardware men knew him and will wish to remember him-a happy, laughing man and a true friend.

CHARLES J. HEALE.

Our news pages present an outline of Mr. Gladding's business career and on the pages following Saunders Norvell pays tribute to Gus Gladding, the friend he has known for more than fifty years.

#### GUS GLADDING

#### By SAUNDERS NORVELL

"And in the years he reigned; through all the country wide, There was no cause for weeping, save when the good man died."

Beranger-Le Roi Yvetot.

HAVE just received a telegram from Mr. H. C. Atkins, president of E. C. Atkins & Co., saw manufacturers of Indianapolis, Ind., telling me that Mr. N. A. Gladding, their vice-president in charge of sales, suddenly passed away from a heart attack, Sunday night, March 8, in Portland, Ore. In the passing of Nelson Augustus Gladding, the hardware trade of this country has suffered an irreparable loss. It has been said that every man's place can be filled. I don't believe this to be true. I know it is true that no matter who dies, the world goes on, but the places of unusual men who die are not filled. The world goes on, but it is not the same.

Gus Gladding and the writer were close personal friends for many years. We first met when we were both traveling salesmen. Since then we traveled together in almost every part of the United States, and even in foreign countries. At the time of the great earthquake and fire in San Francisco, I had a room in a small hotel at Oakland, just across the bay from San Francisco. The city was still burning. There were occasional tremors. Refugees were leaving the city dragging their belongings after them. Many people whose homes had been

destroyed were camping in the parks. Gus turned up in my room at Oakland. Rooms were scarce, and every bed was occupied. I shall never forget with what alacrity he accepted my invitation to bunk with me, and how his face lit up when he spied the bathroom with an ample supply of bath towels. "Well," he said, "as your guest, the first thing I will do will be to take a bath."

Another time I was walking along the Plaza in Havana when I heard my name called. There was Gus. We discovered we were both stopping at the Hotel Angleterra. Havana at that time was in charge of General Wood. The Spanish-American war was just over. Gus and I had a fine time studying old Spanish customs. What wonderful company he was! What a gift he had for story telling!

#### Mardi Gras

Then time passed, and it happened that I was in New Orleans at Mardi Gras time. I was on my way to Central America. Gus was there too. This time he had a suite de luxe at the hotel, and I was the outsider. So I was given a cot in his room. What a wonderful week we spent celebrating Mardi Gras. Gus seemed to know everybody in New Orleans. Every door was open to him. We had wonderful dinners at Antoine's. Breakfast in the French market, cooling off after breakfast in the nearby cathedral. What a host

of memories! It was in New Orleans that an aunt of mine on Prytannia Street first taught me how to eat an artichoke. New Orleans is one of the most romantic cities in this country, and notwithstanding the building of skyscrapers, it still has it old quarters, with the grilled iron fronts. and the squares full of tropical plants, that remind one of Lafcadio Hearn, Dr. Sevier, Cabell, and a host of others. Pardon my reviewing these memories. But they are all permeated with the friendship and cheerfulness of Gus Gladding. He was a perfect host and a perfect guest. Everywhere he went there were bright eyes and smiles. At conventions he was welcomed by everybody and no party was complete without him. He was a member and at one time president of "The Old Guard," that veteran corps of salesmen traveling in the South. The ranks of this organization have contained many great sales managers, many men beloved in every part of the South. But of all these men, Gus Gladding stood out as the greatest sales manager of all, the most beloved, with the greatest number of friends.

Gus Gladding was an unusual man. I don't believe there is a man in the hardware industry who had a greater number of friends among hardware manufacturers, jobbers and retailers. For forty years he was a sales manager in the saddle. Of course, Indianapolis was his home, and he had

his headquarters in the factory there. But I am sure there has never been a sales manager in the hardware business who traveled as many miles as Gus Gladding. He was well known in San Francisco, New Orleans, Los Angeles, St. Louis, Chicago, New York and in practically every part of the United States. And the curious thing about him was that his acquaintance was among all kinds and classes of people. He not only knew the presidents of all the corporations he visited, but he knew the buyers, the sales managers, the salesmen, the stock clerks and even the office boys. Whenever he visited a hardware house it was like having one of the family drop in.

Another curious thing about Gus that comes to me as I sit here in my office in a tall building in New York, is the fact that with all these friends, knowing all these people of every degree, high and low, in the hardware business, I don't remember his ever having anything to say of a disagreeable or unkind nature about anyone. Even in discussing his competitors he was fair and just. He grasped their point of view, and always had something pleasant to say about them.

Another thing occurs to me, and that is that in all these years of traveling, in all these human contacts, in all of the parties he attended where naturally in some cases there was a little too much enthusiasm, I never knew him to do or say a tactless thing. I have seen him placed in situations by the foolishness of others that might have been unpleasant, but Gus with his rare kindliness and the charm of his perfect manners always saved the situation. I have heard him make many addresses at conventions, at large dinners, at small parties, and all of these addresses were in good taste, fitting to the occasion. Men who sit at their desks, who seldom travel, who are not brought into contact with all kinds and conditions of men, hardly realize the great danger there is at some time or in some place, of making a slip, of saying the wrong word, telling the wrong story, unwittingly hurting someone's feelings.

The sales manager who travels is always exposed to slips of this kind. Therefore, when one can say truthfully, as I can after knowing Gus Gladding all these years, that I never knew him to say or do a tactless thing, it is saying something that marks a man of unusual character. It is so easy to carelessly wound others, that the art of being pleasant, friendly and agreeable on all occasions is hardly appreciated.

#### Led a Strenuous Life

Gus Gladding led a hard life. No one except those who travel constantly will realize just how hard his life was. He was a home loving man. He was devoted to his wife and children. His home was a happy one. No one enjoyed the delights of happy domestic life more than he. But for forty years, in the interest of his business, because he was the best man to do the job, he constantly traveled all over this wide country of ours. He was in charge of sales. It was his duty to handle the salesmen of the house, to hold old customers, and to gain new ones. On account of changes in the lumber trade at times his duties were difficult and one might say almost thankless. But no one ever heard him complain. Many times I have sat with him in his hotel room when he was going through the very heavy mail that always followed him. I watched him work. He was careful and systematic. I have seen him sending telegrams to all parts of the country, dictating letters to customers and salesmen everywhere. Literally, his office was in his hotel room.

As I review his life, as I think of these things, as I desire to write about the man just as I knew him,

Full particulars of Mr.

Gladding's passing will

be found on page 48 of

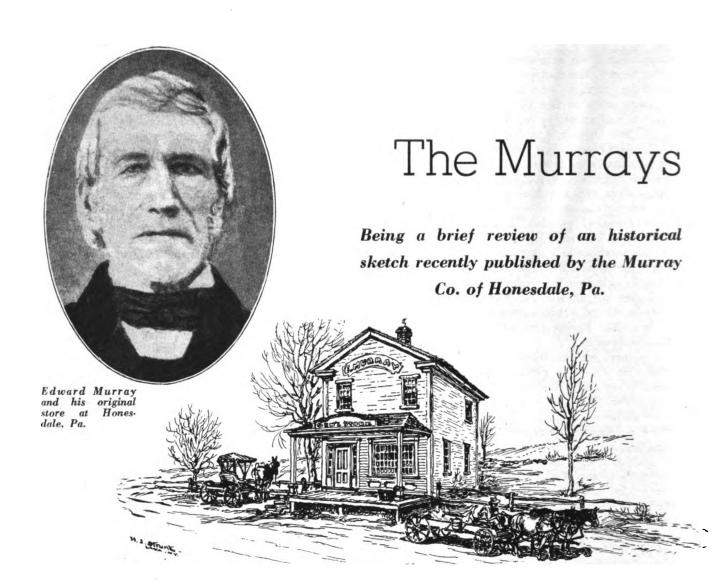
this issue

first of all I am impressed with his absolute loyalty to the house he represented. It may seem a small matter for me to touch upon, but in these days when one often is compelled to listen to the disloyal complaints of officials and salesmen of different organizations, it makes one who is loyal stand out from the crowd. Another thing that I would stress in summing up his character, is his devotion to his friends. With him friendship might almost be called a religion. I know of cases where he has stood by his friends when he had to make great sacrifices to do so. I know of cases where he has stood by old salesmen and employees when the patience of any other man would have been completely worn out. Another of his many virtues was the fact that when he told you anything you could always depend upon his accuracy. While he was a great story teller and enjoyed the dramatics of story telling, when it came to a business proposition I never knew a man who was more exact and precise in stating the proposition. He never took chances with the future. His idea of business was that everything in a business deal should be clean cut and well understood, and in his dealings with his customers I know that he went to extremes to prevent them from having any misunderstanding of agreements that were being made. This blunt truthfulness on his part sometimes led to a temporary loss of business, but in the long run no one held his customers like he did. As Shakespeare expressed it in writing about friendship:

"Those friends thou hast, and their adoption tried,

Grapple them to thy soul with hoops of steel."

This article is written with a sad heart. It is too long. The life and character of Gus Gladding could be summed up in one paragraph. The keynote was loyalty to his friends. And all his customers were his friends. We shall not see his like again, and in his passing the hardware trade lost its greatest sales manager, and the nation one of its most perfect gentlemen.



ARDWARE and hardware stores have been closely identified with the growth of America, but few have a more interesting connection with it than the business conducted by the Murrays of Honesdale, Pa. The fuel shortage in 1814 and the subsequent discovery of rich deposits at Carbondale influenced Edward Murray to migrate from Ireland to that section of the country. Coming to Honesdale in 1827, he found work there with the Delaware and Hudson Canal Co. who were building a canal to facilitate the movement of coal to tidewater. Soon after its opening. Mr. Murray began to sell and transport goods from Honesdale to New York, his packet, the E. Murray, plying the canal waters, 108 miles long, for 30 years. Captain Murray was an able and fair trader and his reputation as such spread throughout the entire route.

Honesdale, a merger of two villages at the confluence of the Dyberry and Lackawaxen rivers, was the place selected by Captain Murray for his first store. Eleven other merchants were located there at that time but today, more than a century later, the Murray name

is the only one remaining on the business roster.

The advertisements of that time present an absorbing view of the business life of Honesdale and the country in general. Ads then were announcements of the arrival and offering for sale of certain



The present Murray establishment is a modern one.

#### of Honesdale



One of the large crowds that attend a Murray sales event. Streets are filled for blocks around with people and cars.

merchandise, as, for instance, this from the 1834 "public prints": "one ton of first-rate butter, 2000 yards of unbleached sheeting. French Marinos, 100 tons of plaster, segars, etc."

As Honesdale grew, so did the business, for in 1833 the Murray store was one of the most prosperous in the town, and in keeping pace with the rapid expansion of the times, Captain Murray ventured into other fields. Between 1832 and 1864, he bought 23 parcels of land in Honesdale and vicinity. His business establishments included uptown and downtown stores, a bakery, three canal outfitting stores, and a stage between Honesdale and Middletown. N. Y. He also was an extensive shipper of grain, pork, etc., between central New York state and this point.

In the early 'sixties misfortune set in. The Murray home and store were both destroyed by fire but, undaunted, Captain Murray took his family to a farm on Cherry Ridge, where he built a store which he and his family operated for many years. The barns were used for storage.

Upon the passing of Captain Murray in 1868, Philip Reilly Murray carried on his father's business but meanwhile a fair agricultural development had taken place in the country and farming and farm problems became a paramount objective in P. R. Murray's life. He made of his farming a real business, carefully estimating the capital invested; the quality of his products, and the percentage of profit. He firmly

believed that the land should "bring forth good fruit" and if properly treated, would do so.

In 1885 business was resumed in the old store, in the 500 block, and in 1893, the family moved back to Honesdale. At first only carriages, wagons and sleighs were sold in the store. The procedure for making a sale was unique. Samples on hand were shown by a boy and customers were then asked to return when Mr. Murray was in.

Although the stock was meager, it was increased when Mr. Murray saw the advantages of large quantity buying. As he had felt the need for many things on the farm, his desire now was to establish a well-stocked store with

(Continued on page 84)



The present Murray family: Front row (left to right): Minnie Korb Murray; Robert J. Murray; Mrs. Philip R. Murray, Sr.; Philip R. Murray, Jr.; Margaret Rose Murray.

Second row (left to right): Edward L. Murray; Margaret Ham Murray; J. A. Demer; Mrs. J. A. Demer; Quintin J. Murray; Mrs. E. P. Keen; Eben P. Keen.



### HARDWARE AGE FIFTY-YEAR CLUB

EN who have given a half a century or more of service to the hardware business merit some special recognition, as well as the acclaim of the entire industry. The Hardware Age FIFTY-YEAR CLUB is dedicated to that purpose. There are no dues, obligations, rituals, conventions, or assessments, and men who entered the hardware business prior to 1885 are eligible. HARDWARE AGE salutes these half-century veterans and will welcome additional members:



GEO. E. GARLAND

GEORGE E. GARLAND at 16 began his lifetime career in hardware at Carthage, Mo.. where he was "handy man" in a store. That was in 1882. In 1889 he obtained employment in Springfield, Mo., with the Mc-Gregor Noe Hardware Co. In 1893 he went with the Turner Hardware Co., Muskogee, Okla., which was then in Indian territory. In those days he traveled largely by horse and buggy supplemented with occasional trips on the railroad. His calls on the trade occupied three days of each week and the other three days were devoted to

buying. The Turner Hardware Co. sold to stores both in the farming and coal districts and these stores were heavy buyers. Special attention was paid to both classes of trade in the staples they used. Then the Dawes commission came to take over the territory for statehood and to settle with the Indians and while this was going on Mr. Garland in 1901 went to Kansas City as buyer of the hardware stock which was added by the Townley Metal Co. Previously, the com-

pany's stock had consisted of metal, stoves and sundries. The year 1901 also marked his first attendance at the national hardware convention, which met in Cleveland. Following the convention he visited the Buffalo Exposition, New York City, and the New England hardware factories. Of his 69 years years, Mr. Garland has devoted 53 to hardware. The last 34 years have been with the Townley Metal & Hardware Co., Kansas City, Mo., as buyer and secretary. For recreation he looks to fishing and flowers.



R. B. CHERRY

REUBEN B. CHERRY, of the sales division of Sargent & Co., New Haven, Conn., has seen 56 years of hardware go by. In 1879 as a lad of 18 he obtained his first job with the New York City store of Russell & Erwin Mfg. Co., at 43-45-47 Chambers St. His work with that company covered errand boy, order clerk, substitute shipping clerk and city buyer. In 1885 he left the employ of Russell & Erwin and secured a position with Sargent & Company then located at 35-37 Chambers St., New York City. At that time Sargent was just starting in the lock

manufacturing business and until 1893 Mr. Cherry served as stenographer, for which position he had fitted himself by night study. He was then promoted to house salesman and later transferred to the force of traveling salesmen. covering western New York and western Pennsylvania. Later his territory was enlarged to include central New York and such Canadian cities as Montreal, Toronto. Hamilton and London, as well as Pittsburgh, Wilkes-Barre and Scranton, Pennsylvania. In 1909, Mr. Cherry was withdrawn from the road to serve until 1930 as contract sales manager. He is still active in the sales division. Although Mr. Cherry's travels have taken him over a large section of this country, he finds relaxation in motoring, which he enjoys as a hobby.

#### SEVEN VETERANS BECOME 50 YEAR CLUB MEMBERS



Left to right: Charles Ready, Albert Klotten, Charles O'Leary, John Conway, James Costello, Fred Wilkins and Arthur Stilson.

SEVEN VETERAN EMPLOYEES of Wickwire Brothers. manufacturers of wire cloth, nails, wire and netting, Cortland, N. Y., have qualified, through fifty years or more of service, for memberships in the HARDWARE AGE Fifty Year Club. The men and their records in brief are:

FRED A. WILKINS, started working for the company as a bobbin boy in 1886. Since 1906 he has been foreman and superintendent of the wire mill, and from 1929 to 1933 he was mayor of Cortland.

JAMES COSTELLO, began weaving wire cloth for the company in 1874 and with 62 years of service to his credit is the dean of this group of half-century veterans. He wove on the plant's first loom, and is foreman of the poultry netting department.

ARTHUR F. STILSON, treasurer of the company, began drawing wire in the factory in 1883, and in 1895 became plant superintendent.

JOHN CONWAY, started weaving wire cloth in the plant about 1882. Later, he became a fine wire drawer, and has drawn fine wire ever since.

CHARLES READY'S first position in the mill was as a

bobbin boy in 1886. He later became a weaver, and is now in charge of the spooling department.

CHARLES O'LEARY, has been with the company since 1885, and is now in charge of the department which fills drums for the looms.

ALBERT KLOTTEN, has been engaged at drawing fine wire in the plant for fifty years.

These seven employees and one other Lewis Sager, who was not present when the accompanying picture was taken, have rounded out a total of nearly 450 years in the plant. This group and other veteran employees were honored at a dinner given by the company at the Hotel Cortland on Feb. 8. The occasion marked the 50th anniversary of former mayor Wilkin's career with the company.

Following the dinner which was attended by 290 employees and guests, Charles C. Wickwire, president, paid high tribute to the eight veterans, and each of the honored men responded with short talks. Charles C. Wickwire, Jr., youngest member of the firm then presented suitably inscribed gifts to the veterans. George Kennedy, sales manager, was toastmaster at the event.

C. C. CRUZE, vice-president of the Wright-Cruze Hardware Co., retail, 212 Gay St., Knoxville, Tenn., began his hardware career in the same city in 1880. His first job was with the hardware store then operated by his brother, J. H. Cruze, and he continued with that firm and its successors until 1903, when he retired as president and buyer of McClung, Buffat & Buckwell. He then organized the Cruze, Sterling, Hayes Co.. of which firm he was vice-president and buyer. In 1914 he disposed of his holdings in the latter company and purchased



C. C. CRUZE

an interest in the Wright Hardware Co., which firm later became the present Wright-Cruze Hardware Co. Mr. Cruze is on active duty in the store every day. His success as a hardware merchant has been outstanding and he enjoys the high esteem of fellow citizens, patrons and competitors. While taking a keen interest in religious and civic affairs in the community, he radiates good cheer and always has a cordial greeting and the latest joke for his many friends,

HERBERT A. WOOD-WARD was 15 years old when he joined the Spencer & Co. hardware business as a clerk. He later became a partner and then treasurer, an office which he still holds with the Spencer Hardware Co., at Keene, N. H. He entered the business in 1872, and at 79 still emphasizes the company's original slogan, "Quality for Over a Century," as the business itself was established more than 100 years ago. He has been a director of the Keene National Bank for many years and for three years was a director of the New Eng-



HERBERT A. WOODWARD

land Hardware Dealers Assn. The business is one of the largest retail businesses in New England and has withstood every known kind of chain competition, as Keene has been a popular spot for chain store try-outs. Although Mr. Woodward says that his chief hobby is photography, he hasn't any photographs of himself and we had a great deal of difficulty obtaining the one to use with this brief account of his splendid career in the hardware business.



# This Tackle Cabin Serves Rayl's Customers...



In Rayl's hardware store, Detroit, Mich., near the fishing grounds of Michigan and Ontario, fishing tackle is displayed in an unusually appealing fashion. The sportsman, already keenly interested in his fishing expedition, is stepped up several notches in enthusiasm by the "fishing cabin" pictured here. Rayl's find that the cabin is an especially effective means during the fishing season as soon as the trout and bass begin to call out the fishing enthusiasts.

The name, incidentally, has been changed from "fishing shack" to "fishing cabin" because of its greater appeal locally and meets the special ideas of fishermen generally.

This cabin is featured in all Rayl fishing advertising matter, circulars or newspaper, and serves to identify the store as a fishing tackle headquarters, although it has long been known as such. A cut of the cabin heads the advertising, as shown in the accompanying reproduction of one of the store's ads.

Free services are adequately played up, such as weekly reports of fishing conditions in the many lakes and rivers nearby, as well as all over the State. A moviegram method teaches fly casting, and special fishing equipment catalogs, free issuance of fishing licenses, copies of State fish and game laws are provided.

HARDWARE AGE

# They're Telling Us

# What readers say about the Hardware Age Catalog and Directory Number

#### Office Aid

AUBURN, IND.—We find your splendid classification of manufacturers and hardware merchandise is an indispensable aid to our office force.

It is needed several times a week to secure such information as, proper addresses, trade names, articles manufactured by certain companies, and the names of firms who manufacture articles we desire to purchase.

We feel it is a valuable book to have in our files.

C. E. FREDERICK, Auburn Hardware

#### To Be Commended

KEOKUK, IOWA — Your hardware directory has been of considerable assistance to us. The past few years we have referred to it very frequently.



Quite often we have calls for items which we do not regularly stock and which are a little bit out of our line, and we have always been able to obtain information by the use of your directory.

We believe you are to be highly commended for bringing out this directory annually as we are sure that it is most useful to the entire hardware industry.

A. J. Weber,
A. Weber Company

#### **Bigger and Better**

SHEBOYGAN, WIS. — Just received your Directory or "Who Makes It?" issue of HARDWARE AGE of September, 1935. The book came through in fine condition. It

#### SHE SURE MEASURESUP



seems each year the book takes on more size and we find it a very valuable book to have handy in our store. We turn to its pages many times in the year, and most of the time we find the needed information; when we cannot find it, we write to "Who Makes It?" and have always received a prompt reply that gave us the answer to our question.

We appreciate your efforts in giving the hardware dealer the "Who Makes It?" column and making HARDWARE AGE a better and a more desirable paper for any hardware merchant.

C. M. HIERS,

Frank Geele Hardware Company

#### Almost Indispensable

BARBERTON, OHIO — We are pleased to acknowledge receipt of

HARDWARE AGE Directory Number and we assure you we appreciate it very much.

We find this directory almost indispensable in our business.

C. E. SAURER,

C. E. Saurer Hardware Co.

#### Used Several Times a Day

BLOOMINGTON, ILL.—We have just received the new HARDWARE ACE Directory. We wish to compliment you on it as it is more complete than ever before. We use it at least several times a day and it saves us a great deal of time and correspondence. It is the most valuable book of its kind that we have ever had in our office.

We thank you very kindly for sending it to us and trust you will continue its publication each year.

> WM. S. READ, G. H. Read & Bro.

#### A Humdinger

HARTFORD, CONN.—Your new Directory is a humdinger and a big help to hardware jobbers.

We deplore the fact that so many factories will sell direct to retail stores, but the book itself



has nothing to do with that and is a good help to buyers of all kinds.

It arrived in perfect condition and we shall use it a lot during the year.

G. G. KNOEK, President,

G. G. Knoek, Inc.

#### Most Useful

DES MOINES, IOWA—We are in receipt of the HARDWARE AGE Directory.

We are pleased to state that the same is most useful in our buying department. The Directory was received in good condition.

W. T. McNerney, Vice-pres. & Gen. Mgr., Brown-Camp Hardware Company

#### **Must Have It**

CLEBURNE, TEXAS. — We are much pleased with your "Who Makes It?" Book. We use it often to advantage and couldn't suggest improvements—couldn't do without it.

F. D. DICKSON,

Dickson Hdwe. & Furn. Company

#### **Need It Badly**

CHICAGO, ILL.—Copy received O.K. When we need it we need it badly.

ACE STORES,
Park Hardware Company

#### Very Fine

PITTSBURGH, PA. — Wish to thank you very kindly for the very fine copy of HARDWARE AGE Directory "Who Makes It?" We are sure we will find this very useful, as we have found in the past that your directories are very fine.

S. E. Dollison,
The L. H. Smith Company

#### **Used Almost Daily**

GAINESVILLE, FLA.—We beg to advise that the director, "Who Makes It?" was received by us two days ago in good order and we want to express our sincere thanks for same.

This directory will be most helpful and we will use it almost daily in our business.

CLAYTON T. TULLIS, Secretary, Baird Hardware Company

#### Lots of Help

SHREVEPORT, LA. — Copy of "Who Makes It?" issue of HARD-ware Age, of September 26th, came promptly.

Its contents and arrangement thereof have been carefully studied. You are to be congratulated and in this we assure you this issue contains lots of help to all making use of some of its unique features.

R. J. OGILVIE, President, Ogilvie Hardware Company, Inc.

#### **Used Daily**

STURGEON BAY, WIS.—We are in receipt of your Directory "Who Makes It?" issue of HARDWARE AGE of Sept. 26, 1935.

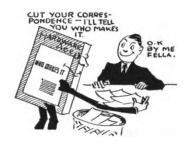


I daresay that there is not a day that passes that we do not refer to this book several times for addresses for our own business purposes and also addresses of companies requested by our customers. We find it up-to-date as to addresses which aids us in sending our mail to the proper places. Also, many times we are at a loss to know where to write for repairs on certain items and this has helped us to find the manufacturer in a great many instances.

Scofield Company, (O. H. Hanson, Secy. and Mgr.)

#### **Saves Time**

CHARLESTON, S. C.—May we say that the directory which you send every year is extremely use-



ful to us, in fact it has helped us on two or three occasions to locate in a few minutes material that would have taken considerable correspondence to have located.

We do not know of any particular improvement that could be made, and thank you very much for the issue.

W. D. Luhn,

Thompson-Miler Hardware Corp.

#### A Great Help

Honesdale, Pa.—"Who Makes It?" just received and we are sure it is going to be of great help to us.

We are using the old copy almost every week and appreciate the new copy very much. It is a real help to us country boys.

> Robert J. Murray, Murray Company.

#### Great in Every Way

NEBRASKA CITY, NEB.—Received the Directory. I use it often. I think it great in every way, and I appreciate it very much.

HENRY F. MEYER

#### **Always Mentioned**

FRANKLIN, PA. — Mention of your HARDWARE AGE Directory service is made on each inquiry from this source and the book is used often.

This much we think of your buyers' service.

H. C. KING, Franklin Hdwe. & Plbg. Co.

#### Complete

DAVENPORT, IOWA — We were pleased to get the HARDWARE AGE Directory. It is a great help in locating addresses of certain makers of items in the hardware line and find same as complete as any we have seen so far. We thank you.

H. & H. Rohlff

#### Glad to Get It

EUGENE, ORE.—The Directory of "Who Makes It?" came yesterday in good shape.

This is something that we are very glad to receive and to which we refer many times during the year. We appreciate it very much.

ARTHUR R. QUACKENBUSH, J. W. Quackenbush & Son



HE Maxwell Hardware Co., Oakland, California, sell rose bushes with success, and devote an entire window to their display in season. Instead

A Maxwell Hardware Store window in Oakland, Calif.

of placing them just inside the door where the customer could plink down his money and walk out with a rose bush, they display them on a counter at the back of the store where people must come in contact, in passing through, with garden tools and other necessary implements.

Mr. Brodie of the Maxwell store says they sold more than four thousands rose bushes from the middle of February, until the first

(Continued on page 80)



News of Retailers, Jobbers and Manufacturers and Salesmen

## NEWS OF

HARDWARE AGE FOR

#### 280 ATTEND THE NUT-MEGGERS' ANNUAL PARTY, MARCH 4

Held in conjunction with the 33rd annual convention of the Connecticut Hardware Association, at the Hotel Bond, Hartford, Conn., the annual dinner and party of The Nutmeggers attracted 280 hardware dealers and



CHAS. F. GALLAGER

salesmen. Presided over by Charles F. Gallager, the new president, the party, which was held Wednesday, March 4, was considered to be the most successful event ever held in the history of the club. All records for attendance were smashed.

After the dinner, a very fine floor show was presented, followed by the popular raffle and winning of the door prizes, all donated by well-known manufacturers in the industry. Howard Knapp of the Corbin Screw Co., New Britain, Conn., was chairman of the entertainment committee. Other members of the committee were: Roland H. Osgood, Pittsburgh Plate Glass Co., Hartford, Conn.; Earl J. Hopwood, Olds & Whipple, Inc., Hartford: Simon C. Lott, Botfield Refractories Co., Philadelphia, Pa.; and A. D. Morgan.

The retiring president, Elliot Paddock, Greenfield Tap and Die Co., Greenfield, Mass., was presented with a very finely fitted traveling case. Gordon Marvin, Jackson-Marvin Hardware Co., Westville, Conn., president of the state association, was guest of honor as were other trade representatives. All Nutmeggers, who

could do so, were invited by the dealers to attend the noon luncheon, which was held the following day.

#### 3,000 ATTEND BELCHER AND LOOMIS SHOW

Belcher and Loomis Hardware Co., Providence, R. I., held a three-day "Open House Show," Feb. 29 to March 2, which was attended by approximately 3000 persons. A large number of the leading manufacturers displayed their products in attractively arranged booths, and the lines were so arranged as to be of interest to the industrial, automotive and retail hardware customers.

Great interest was shown in a number of new lines, which have been added during the past year, and which were especially displayed for the occasion. Peter McLaren, a champion wood chopper, gave interesting demonstrations of his ability. Parking facilities were provided and food and refreshments were served throughout the show.

Paul J. Polke, vice-president, expressed his gratification with the results and his appreciation for the support given by manufacturers and those who attended.

#### BROOKLYN ASSOCIATION ELECTS OFFICERS

At the March 12 meeting of the Brooklyn Hardware Association, Sidney Atkinson, R. J. Atkinson, 403 Ralph Ave., Brooklyn, New York, was elected president; A. W. Dow, Baldwin, L. I., first vice-president; Arthur Herman, Herman & Son, second vice-president; Ralph S. Allen, Diamond Expansion Bolt Co., reelected secretary; and Henry F. Bond, reelected treasurer. Martin Tarzian and I. B. Goldberg were elected directors for a term of two years.

Awgust Flamman, member of the law firm of Brennan, Flamman & Simpson, discussed rackets in the collection agency business and warned of dealings with unknown collection agencies. He stated that it was better to place accounts with reputable attorneys. A film, "Jewels of Industry," was shown under the sponsorship of the Carborundum Co., which depicted the manufacture of carborundum. The meeting then adjourned to Joe's Restaurant, where dinner was served.

#### WESTINGHOUSE CREATES NEW DISTRICT IN SOUTH

Merchandising division officials of the Westinghouse Electric & Mfg. Co., Mansfield, Ohio, have announced the establishment of a South Central District to serve Alabama, Tennessee, northwestern Florida, Mississippi, and Louisiana.

Harold W. Brown, well known in electrical merchandising and utility circles throughout the South, has been named district merchandising manager, and has established office in Birmingham, Ala. S. M. Davison, formerly refrigeration manager of the company's middle Atlantic District, with headquarters at Philadelphia, takes over the Southeastern district as merchandising manager, with headquarters at Atlanta, Ga.

The former district, known as the Southeastern District, embracing nine states, will now centralize its efforts and direct merchandising activities of North Carolina, South Carolina, Georgia, and Florida. Eight other Westinghouse districts are located in New York, Pittsburgh, Atlanta, San Francisco, Chicago, Boston and St. Louis.

#### GEIS TO COVER CENTRAL SALES FOR CORBIN LOCK

R. J. Geis will cover the central western states for the sales department of the Corbin Cabinet Lock Co., New Britain, Conn. Mr. Geis, who has been associated with the company for a number of years, succeeds Walter J. Higgins.

#### AMERICAN CHAIN CO. NAMES SALES ENGINEER

R. J. Southwell, who was for many years associated with Wickwire-Spencer Steel Co., is now associated with the American Chain Co., Inc., and Associate Companies, as sales engineer. His headquarters will be at Bridgeport, Conn.

#### TRYON ADDS BAKER, JR., TO SALES STAFF

W. A. Baker, Jr., has been appointed to the sales force of the E. K. Tryon Co., wholesale hardware and sporting goods firm of Philadelphia, Pa. He is the son of W. A. Baker, who has been associated with the company for 35 years, covering western Pennsylvania. Mr. Baker, Jr., will



W. A. BAKER, JR.

cover territory in addition to that now covered by his father. It will consist of northwestern and southwestern Pennsylvania. Mr. Baker, Sr., will cover Pittsburgh and the immediate surrounding territories.

Previous to his association with E. K. Tryon Co., Mr. Baker, Jr. was connected with a large chain where he studied retail selling, merchandising, and stock control. and prior to his recent appointment, was employed in the Philadelphia warehouse of Tryon Co. Mr. Baker will make his headquarters in Pittsburgh, and may be reached there at his father's address, 415 Zara St.

#### OLSON REPRESENTS OSTER MFG. CO.

In our announcement that A. J. Woodland, of St. Paul, Minn., has become associated with George R. Olson, 4612 Casco Ave., Minneapolis, Minn., as manufacturers' representative, appearing on page 47 of the Feb. 27 issue of Hardware Age, we neglected to state that Mr. Olson also represents the John Oster Manufacturing Co., 16th & Ann Sts., Racine, Wis.

HARDWARE AGE

### THE TRADE

IT BECOMES PART OF THE COMMON KNOWLEDGE OF THE HARDWARE TRADE VIROUGHOUT THE COURTEN WHEN Published in Hardware age

ARCH 26, 1936

#### N. A. GLADDING DIES SUDDENLY AT PORTLAND, ORE.—WAS 73

Beloved and prominent Atkins vice-president and sales executive suffered fatal heart attack on Sunday, March 8, 1936. Held unique place in hardware industry affairs for half a century and was well known and admired among all hardware men, everywhere.

On March 8, 1936, Nelson | Augustus Gladding suffered a fatal heart attack which took from the hardware industry and from the very hearts of those in it a beloved friend and respected sales executive. At 73, he looked back on a successful and colorful career of more than half a century. It was an active career, terminated suddenly at Portland, Ore., in the middle of a regular business trip, covering the Pacific Coast. A scant week before his sudden passing, Mr. Gladding had met with groups of hardware friends in Los Angeles, San Francisco and other west coast points. He seemed in his usual good health, with plenty of that vigorous energy and kindness which his friends knew so well.

The passing of N. A. Gladding takes from the hardware industry a unique figure for he was much at home among all his fellow manufacturers, all wholesalers and retailers - whether they were competitors, contemporaries, customers, prospects or the other fellow's customers. They were hardware men, all of them, and therefore his friends and they knew it.

Future gatherings of hardware men will long sense the loss of N. A. Gladding's happy presence, for wherever hardware men have met he was always to be counted upon-a genial host contributing richly to the enjoyment and the benefits of convention contacts. His hospitality, his gracious sociability and his valuable advice on business matters stamped him indelibly in the minds of all the many hundreds who have known and loved him.

As vice-president in charge of sales for E. C. Atkins & Co., Inc., Indianapolis, Ind., his selling

this country and to many foreign lands. Wherever he had been, there are good friends who will mourn his passing as a distinct personal loss.

Mr. Gladding was born July 8, 1863. at Providence, R. I. He received his education in the



N. A. GLADDING

public schools at Providence and Champaign, Ill., and later graduated from the Bryant and Stratton Business College, Indianapolis. His long business career, which started as a clerk in small retail stores in Paxton, Ill., and Indianapolis, was signalized by many successes. In 1881, he was appointed secretary to the secretary-treasurer of the Missouri and Kansas Telephone Company at Kansas City, Mo., and later was traveling auditor for that company.

In 1883 he returned to Providence, and for two years was connected with Brown Brothers and Company, mill supply dealers. In 1885 he established his home in Indianapolis, and became connected with E. C. Atkins and Company. After a man, he was appointed manager of the Atkins Branch House at Memphis, Tenn., remaining there 12 years. In 1898 he was promoted to secretary and sales manager of the Company, and in 1901 was elected vice-president, which position he held up to the time of his death.

Mr. Gladding served as Commissioner from the Seventh District of Indiana to the Louisiana Purchase Exposition held at St. Louis, 1903-1904. He was a member of the Inter-American High Commission Group Committee for Panama and has been prominently identified in many civic and welfare movements in Indianapolis.

Mr. Gladding was a member of the Columbia, Athletic, University, Country and Dramatic Clubs of Indianapolis, Union Inter-Alliee' Club, Paris, France; ding, of Chicago.

Lotos, Strollers and Hardware Clubs, New York City; Louisiana Club, New Orleans, Louisiana. The Shrine, Consistory and Mystic Tie F. & A.M., also the Concatenated Order of the Hoo-Hoo, a prominent lumber fraternity, serving as Head Snark during 1898 and 1899; Indiana Chapter Sons of the American Revolution. He served as president of the American Supply and Machinery Association in 1914 and again in 1918 and was a past president of the Old Guard, the Southern Hardware Salesman's Association in 1929 and 1930. He was also an honorary life member of the Hardware Boosters, New York City and a member of the HARDWARE AGE Fifty-Year Club.

Survivors of Mr. Gladding are: two daughters; Mrs. Noble Dean and Mrs. Sylvester Johnson, Jr., grandchildren: Sylvester Johnson, III, Nelson Gladding Johnson, Noble Dean, Jr., John Dean, and a brother, George W. Glad-

#### Comments by Hardware Industry Leaders On the Passing of N. A. Gladding

HOUSTON DUDLEY, president, Gray & Dudley, Nashville, Tenn.

In the passing of Nelson Augustus Gladding, Sunday night, March 8, in Portland, Ore., the hardware and mill supply trade lost its most popular and best known member and I lost my most intimate friend.

For more than a third of a century "Gus" and I have been quite intimate friends.

Many are the happy dinner parties that we have enjoyed together. Many are the times that Mrs. Dudley entertained "Gus" in our home during her lifetime. In fact "Gus" was never allowed to come to Nashville without a visit in our home.

For the past seven years my daughter who has always addressed him as "Uncle Gus" has served as hostess.

"Gus" was at home and had many friends in Nashville. Not only in Nashville but also in a greater number of cities than any other person I have ever known: activities took him to all parts of few months as a traveling sales- New Orleans, Mobile, Memphis,

Louisville, New York, Baltimore, Chicago, St. Louis, St. Joe, Cleveland, Texarkana, Los Angeles, San Francisco, Portland and Seattle.

Yes, he was at home in too many cities for me to have undertaken to mention them. I really should not have mentioned any of them. I have, however, only made mention of a few cities where I know of my own per-sonal knowledge of "Gus" having friends that share with his many Indianapolis friends and his family in this great loss and grief that has come to them.

"Gus" had a host of good friends on the Pacific Coast. He died among his friends out there. I received a letter from him written in San Francisco in which he wrote, "I am leaving tonight for Portland." This letter arrived the day before I received the telegram announcing his death. This last letter was typical of "Gus"-reprimanding me for not making the Pacific Coast trip with him this year as heretofore.

"Gus" wrote, "Houston, these

Pacific Coast hardware men are the salt of the earth and our friends, we must come out here every year in the future."

Dear old "Gus," he was the real salt of the earth to all men who really knew him. I know I am a better man by reason of my having enjoyed his friendship. He loved people, he liked to tell stories for the purpose of making his friends laugh. He never told a story that any gentleman or lady could not and would not be glad to hear.

He was a clean man. He thought of clean things. Everybody loved "Gus." He was the most popular man engaged in the hardware trade or that contacted the hardware or mill supply trade.

"Gus" was one of the world's best salesmen. Not a highpowered salesman, a man that made friends and kept them. So it was also with his customers.

"Gus's" last trip was somewhat of a say hello trip. This trip, however, turned out to be to say "Good-bye."

A day each in Memphis, Birmingham and Mobile. A week in New Orleans attending Mardi Gras. "Gus" possibly has a greater number of good friends in New Orleans than any other city, other than Indianapolis. "Gus" belonged to their clubs including the Boston Club and the several men's clubs that really give Mardi Gras every year. I think last year was the first Mardi Gras "Gus" has missed in many a year. This year he was there and enjoyed it.

At Portland on Saturday, March 7, "Gus" was with his branch manager in their Portland store as usual. After dinner Saturday night in his hotel room with his manager, reading, writing and talking. "Gus" decided he would go downstairs and take a Russian bath. About thirty minutes later he was unconscious in the bath house and was taken to the hospital where it was found a complication of his heart and pneumonia was his trouble. He passed away about 8.30 Sunday night, only a few hours before his daughter Mary, Mrs. Sylvester Johnson, and his nephew, Pat Atkins, arrived.

"Gus" is gone. We shall, however, have to carry on as best we can without him until it comes our time to go.

I am quite sure none of us will go out more quietly and peacefully than "Gus." He looked to me as though he was asleep surrounded by those most beautiful, I might say gorgeous, flowers sent by his many friends.

"He sleepeth. We shall be content to await the awakening."

ROBERT G. THOMPSON, vice-president, Lufkin Rule Co. and president, American Hardware Mfrs. Association.

The tragic passing of Mr. N. A. Gladding so far distant from his home came to me as a great shock.

Perhaps no individual in the hardware or mill supply industry was more generally known, beloved, and respected than Gus Gladding, nor had a wider circle of friends. As young in spirit as the youngest, with ever-ready wit and pleasing personality, his presence in any group was always welcome, his capacity as a host unexcelled. I will long treasure the pleasant memory of a few days spent with him in California just before his sudden and unexpected passing.

Always with the welfare of the industry at heart Mr. Gladding was a leader in the affairs of the American Hardware Manufacturers' Association from its organization, and, after service on the executive committee, became president in 1913 and subsequently was a valued member of the advisory board until his death. Our people, and the industry at large, will miss him greatly.

CHARLES F. ROCKWELL, secretary-treasurer, American Hardware Manufacturers Associ-

As long as I have been familiar with the major conventions of the hardware industry, "Gus" Gladding has played a prominent part. Efficient in business, genial in personality, a host of friends was inevitable.

As a member of the executive committee, president, and then for years as a member of the advisory board, Mr. Gladding rendered services to this association which will be greatly missed. His memory will long be cherished by his associates in our offical family.

J. E. STONE, vice-president in charge of sales, Stanley Works.

No one in the hardware business will be missed quite as much as Gus Gladding. He was undoubtedly the best known and knew more people than anybody traveling in hardware circles. He was also actively interested in many endeavors outside of hardware fields. To enumerate his many high qualities would be impossible; his kindly disposition and happy nature made him an emissary of good will and he will never be forgotten by those with whom he came in contact.

L. M. KNOUSE, president of the American Supply & Machinery Manufacturers' Association, Inc.

It is with genuine sorrow that note is made herewith of the sudden passing away of N. A. Gladding, first vice-president and sales manager of the E. C. Atkins & Company, Indianapolis, Ind., in Portland, Ore., on Sunday, March 8.

Mr. Gladding, or "Gus" as we all familiarly knew him, has been a real force in our industry, lending constantly of his services to our association as one of the founders, then as president, advisory board member, committeeman and counsellor at all times, serving unstintingly and to good effect for our association and industry at large.

We shall miss his wise advice and good judgment, and business gatherings will miss his helpfulness and cheer, as well as his personal friendship which we all valued so highly, and so regretfully and sorrowfully lose at his untimely death. GEORGE A. FERNLEY, secretary-treasurer, National Wholesale Hardware Association.

In the death of Nelson Augustus Gladding (familiarly known as "Gus" to hundreds—I might even with accuracy say thousands of hardware men) the entire industry has suffered a very severe loss.

It was a real pleasure and privilege to know Mr. Gladding. He was a fine high-grade gentleman—always pleasant—always goodnatured—and always able to add sparks of wit and humor to the common-sense opinions which he presented at various meetings in the hardware industry.

In my opinion there is not any man in the industry at the present time who has a wider acquaintance.

Only two weeks ago it was my privilege to spend an hour with Mr. Gladding at the Del Monte conference in California where he had flown from New Orleans. At that time he was the same Gus Gladding that I knew when I was a boy thirty years ago-cheerful kindly considerate and well informed.

He will be greatly missed.

#### SWEDISH STUDENT HERE TO STUDY TRADE

Ove Persson of Sweden, who received a scholarship from Swedish Universities to visit the United States to study the retail hardware trade, has recently been a frequent visitor at the New York City editorial offices of Hardware Age. He plans to spend eight or ten months here and intends to visit outstanding hardware stores throughout the country. During his stay in New York City, he is residing at the International House, 500 Riverside Drive.

Mr. Persson is a graduate of the University of Commerce, Stockholm, and is a son of Olaf Persson, a prominent member of The Swedish Association of Ironmongers, who for 20 years has been managing director of the retail hardware firm of A. W. Angel, Inc., Halmstad, Sweden. The scholarship has been awarded for a number of years, but this is believed to be the first time it has been bestowed for a study of any branch of the hardware industry. While here Mr. Persson will also contribute his impressions on the retail hardware business in the United States, to the business paper Jarnhandlaren, Stockholm, which is widely read by Swedish hardware dealers.

#### ESTABLISH G-E RADIO SALES BRANCH IN N. Y.

The General Electric Radio Division, Bridgeport, Conn., has established a radio factory sales and service branch at the General Electric warehouse, 585 Hudson St., New York City. It will serve as the G-E radio distributing agency for the Metropolitan New York area, including Westchester, Nassau and Suffolk counties.

Inventories will be maintained there, and sales, billing, credit and service departments will be established. Direction of sales will be under Earle Poorman district manager of appliance sales, and D. W. May, district radio sales manager, who will continue in their present location, 570 Lexington Ave.

This arrangement is predicated upon a recognition of the extraordinary competitive conditions prevailing in metropolitan New York, and the need for extraordinary measures to meet them. It is in no way indicative of a nation-wide policy.

#### LOUISIANA ASSN. TO MEET, JUNE 15-17

The Louisiana Retail Hardware & Implement Association will hold its annual convention at New Orleans, La., June 15, 16 and 17, 1936. A. H. Aucoin, 336 South Rampart St., New Orleans, is executive secretary.



#### MASBACK HARDWARE NOW IN NEW QUARTERS

Extensive alterations having been completed at its new building, 326-328-330 Hudson St., corner of Van Dam St., New York City, and stocks having been transferred from its buildings at 74-84 Warren St., the Masback Hardware Co. began operations at its new location, March 9. The building, which was described and pictured on page 48 of the Jan. 16 issue of HARDWARE AGE. is owned by the Trinity Church Corp., and occupies a plot of 11,500 sq. ft. It was taken for a period of 21 years, with renewals by the company, one of the largest wholesale hardware firms in the country. The Trinity Church Corp. has purchased from the Masback Hardware Co. the Warren St. properties and a two-

story garage at Leonard St.

Masback Hardware Co. had occupied the quarters on Warren St., which has been recognized as the hardware center of the New York Metropolitan area, for more than 30 years. The present new quarters were chosen primarily because of the transportation facilities and the space accommodations in the nine-story fireproof building. The executive offices are on the second floor and have been handsomely appointed. An illustration and description of the building appears on page 48 of the Jan. 16 issue of HARD-WARE AGE.

#### POT AND KETTLE NEWS

At the Feb. 18 meeting of the Los Angeles Pot and Kettle Club, C. H. Dye and O. K. Buck of the Bureau of Power & Light, delivered an interesting address on Boulder Dam. At the Feb. 25 meeting of the club, Captain C. B. Horroll of the Los Angeles Police Dep't., spoke on "Stopping the Undesirables at the Border." Charles J. Heale, editor of HARDWARE AGE, gave some pertinent facts regarding the distribution and sale of merchandise at the March 3 meeting.

The San Francisco Pot and Kettle Club will hold its convention at the Wawona Hotel, Yosemite Park, June 26 to 28. An interesting program is planned.

#### NORGE DISTRIBUTOR EXPANDS ITS BUSINESS

Moser & Suor, Inc., Kansas City, Mo., distributor in Missouri and Kansas for Norge refrigerators, washers, ranges, ironers, aerolators, fine air furnaces, and commercial refrigeration equipment, has made preparations for 1936, which, it believes, promises to be the biggest year for Norge sales. The sales force was in-

creased 50 per cent. A new merchandising, promotional and advertising program was arranged and the company salesmen and dealer salesmen were supplied with complete data about the Norge line.

The firm's salesmen received an intensive sales training course from Dec. 20 to Jan. 6. Following this meeting held at the Ambassador Hotel, Kansas City, they moved to the Hotel Bellerive, where for a week they acquainted the dealers in the Kansas City locality with the 1936 Norge line, and merchandising program. From Kansas City the show was moved to the Connor in Joplin, Mo.; then to Wichita, Kan., to the Hotel Allis, and then to Hays, Kan., for the western Kansas dealers.

#### SHELTON, N. Y. MGR. OF CORBIN SCREW AND LOCK

J. T. Shelton, who has been manager of The Corbin Screw Division in New York City for a number of years, has also been



J. T. SHELTON

appointed manager of The Corbin Cabinet Lock Division, and will now supervise both divisions in the New York territory.

Mr. Shelton has been with the company since 1899, starting as stock clerk. He was formerly salesman for P. & F. Corbin Division and later salesman for the screw division. He has also served in other varied positions.

#### TEND FAREWELL DINNER. TO J. A. LOSEE, JR.

John Allen Losee, Jr., treasurer and assistant manager of the Buchanan Hardware Co. stores at Richfield Springs and Norwich, New York, was given a farewell dinner at the Richfield Hotel, Sunday afternoon, March 1, on the eve of his departure for Utica, where he is now assistant manager of one of the Utica Knitting Co.'s yarn mills.

Seventy-five attended, and Mr.

Losee, Jr., received many tributes from his friends and business associates. John A. Losee, Sr., emphasized the harmonious business relations that had existed between father and son in the operation of the Buchanan Hardware Co. A traveling bag, a gift from those present, was presented to Mr. Losee, Jr.

#### RUSSELL ELECTRIC CO. NAMES REPRESEN-TATIVES

Russell Electric Co., 340 W. Huron St., Chicago, manufacturer of controls, fans, and motors, has appointed Melchior, Armstrong, Dessau Co., 300 Fourth Ave., New York City, with service branches and warehouses in Boston, Philadelphia, Baltimore, Brooklyn, N. Y., and Rochester, N. Y., as exclusive sales representatives for the East and Southeast. Kelly-How-Thompson Co., 309 South Fifth Ave. W., Duluth, Minn., with branch warehouses in Billings, Mont., and St. Paul, Minn., has been appointed exclusive sales representatives for the Northwest. Montgomery Brothers, 61 Fremont St., San Francisco, with service warehouses in Los Angeles, Portland, and Seattle, have been appointed exclusive sales representatives for the seven West Coast states.

Special air conditioning divisions are being established by all of these sales organizations to insure full promotion of air conditioning equipment that has been developed by Russell.

#### ROCHESTER ASSN. HEARS TALK ON SALESMANSHIP

At the March 11 meeting of the Rochester Hardware Association at the Hotel Rochester, Gordon W. Ivison, local sales representative of the National Cash Register Co., discussed proper salesmanship in his address, "Streamline Your Selling." He mentioned six vital steps in retail salesmanship which include, proper greeting, learning what the customer wants, presenting merchandise, making suggestions, closing the sales, speeding up the service. About 65 attended the meeting which was presided over by President Cliff Wilson.

#### PERMUTIT CO. ADDS TO DOMESTIC SALES DEPT.

E. E. Kresge has been appointed representative of the domestic sales department of The Permutit Co., 330 W. 42 St., New York City. His head-quarters will be at Madison, Wis., from which point he will cover the states of Wisconsin and upper Illinois.

#### HOUSE FURNISHING MFRS. ELECT OFFICERS

W. H. Doherty, president of the Queen Mfg. Co., of Chicago, was elected president of the National House Furnishing Manufacturers Association, 228 N. La Salle St., Chicago, at its recent annual meeting. He had been treasurer of the association since 1928, and has been closely identified with the association and its work in building up the national exhibit. He is also one of its charter members. Mr. Doherty succeeds E. J. Tate, of Master Metal Products, Inc., Buffalo, N. Y., who has been president for the last year and who remains on the board of directors.

Other officers elected for the ensuing year were: E. E. Engstrom, National Can Co., New York City, J. J. Downs, Clements Mfg. Co., Chicago, vice-presidents; A. W. Buddenberg, Lisk Mfg. Co., Canandaigua, N. Y., treasurer; and Warren Edwards, secretary.

The new board of directors chosen include the officers named, and Mr. Tate and Ely Griswold, Griswold Mfg. Co., Erie, Pa. Reports submitted by the officers showed that the 1936 Ninth Annual Exhibit was the most successful that has been held. It was the unanimous opinion that the 1937 Tenth Annual Exhibit which will be held at the Stevens Hotel, Chicago, Jan. 10 to 16, will establish a new record.

#### DAYTON ASSOCIATION HOLDS MEETING

J. J. Schad presided at the March 2 meeting of the Dayton Retail Hardware Association, at the YMCA, which was given over entirely to business. Ralph Kimmel spoke on the selling of grass seeds. H. A. Ralph delivered an address on insurance, touching upon fire insurance rates, care of premises, etc. Luncheon and refreshments were then served.

#### NEW ENGLAND CLUBS HOLD JOINT MEETINGS

On invitation of the New England Paint and Varnish Production Club of New England, the Paint Trade Salesmen's Club and the Paint and Oil Club of New England met as guests of the Production Club at their regular meeting at the Hotel Puritan, Boston, Mass., March 12, with 135 present. President Henry Twombley presided. Dr. William Krumbhaar, Beck-Koller Co., spoke and showed a talking film on the subject of "By Gum," portraying the processes used in making synthetic resins.



# SELL

# THE ONLY COMPLETE NATIONALLY ADVERTISED LINE

YOU can fit the need and purse of every customer with the Goodyear line of Lawn and Garden Hose.

For the man who wants the best there's Goodyear Emerald Cord, the hand-somest, sturdiest, longest-wearing hose on earth.

For the man who counts his pennies there's Goodyear Oak, priced competitively with lowest-cost brands, yet possessing up to 40 times longer life at 100 pounds pressure!

All six brands are built with Goodyear's exclusive "anti-ox" compound that prevents sun-cracking—and reenforced with braided cotton cord\* carcass that insures longer life and satisfied customers.

And all six are nationally advertised

to create demand that keeps stocks moving, money turning over, profits piling up. Better order now from Goodyear, Akron, Ohio, or Los Angeles, California—or your Goodyear Mechanical Rubber Goods Distributor.





MADE BY THE MAKERS OF GOODYEAR TIRES

#### FOLEY WILL REPRESENT ALABASTINE IN OHIO

J. R. Foley has become associated with the Alabastine Co., Grand Rapids, Mich., as sales representative in charge of sales for Ohio. His headquarters have been established in Youngstown.

Previously, Mr. Foley was connected for several years with the paint division of the DuPont Co... and later with James Sipe and Co., paint manufacturers and engineers. The Alabastine Co. recently supplemented its original line of water paints and accessory decorative products with a full new line of oil paints, enamels, varnish, and matched brushes. Enlarging of the sales staff under the direction of W. H. Hall, sales manager, is also a part of the expansion program.

#### EASTERN HORSE NAIL FIRMS TO MERGE

Stockholders of the Capewell Horse Nail Co., Hartford, Conn., have voted to merge with the Fowler and Union Horse Nail Co., Buffalo, N. Y. The stockholders of the Buffalo firm have also voted for the consolidation. The new firm will be known as the Capewell Mfg. Co.

Officers are: Staunton Williams, president and treasurer; Carl A. Gray, L. L. Gaylord, and C. H. French, vice-president; Arthur L. Shipman, secretary; and H. T. Huffield, assistant treasurer. For the present factories in both cities will continue in operation, pending a decision of elimination of one of them.

#### WOOSTER BRUSH CO. ADDS TO SALES DEPT.

The Wooster Brush Co., Wooster, Ohio, has appointed W. R. Russell, whom we are informed is an experienced sales promotion and merchandising expert, to its sales department. He has spent some years in the development of brush sales for some of the large paint manufacturers. Mr. Russell will assist and cooperate with Wooster distributors and dealers in their sales of Wooster brushes, with emphasis on effective merchandising. He will spend most of his time in the field in direct contact with the trade.

#### HONOR MISS TOKONAUER OF STANLEY WORKS

Miss S. E. Tokonauer, secretary to E. H. Hart, export manager of The Stanley Works, New York office, was honored with a dinner, Tuesday, March 10, at pose with the result of a longer effective life. Mr. Wood pointed out that cheap seeds with little germinating qualities and cheap fertilizers produce poor lawns

Hurley's Restaurant, 144 Fulton St. The affair, which was attended by 35 employees of the New York office, marked her 30th year of association with the company and in tribute, she was presented with a diamond studded gold bracelet.

#### D. S. WARANCH IN MARYLAND HOSPITAL

D. S. Waranch, president of the Waranch Hardware & Paint Co., Inc., wholesale and retail firm of Norfolk, Va., is a patient at Mount Pleasant Hospital in Reisterstown, Md., a half hour's drive from downtown Baltimore. He is anxious to see his many friends and although regular visiting days are Wednesday and Sunday, out of town visitors may see him any time.

#### WRIGHT STEEL & WIRE OPENS NEW WAREHOUSE

The G. F. Wright Steel & Wire Co., Worcester, Mass., has opened a new Chicago warehouse at 19-21 N. Jefferson St., the former location, 22 W. Austin Ave., having recently been destroyed by fire. The Chicago manager, James J. Collins, has already installed a complete stock of Wright products in the warehouse which contains three stories and basement, with ample facilities for street window display.

#### PARKER TO REPRESENT ATLAS TACK CORP.

Samuel F. Parker, for the past 20 years contacting the hardware trade, has been appointed a sales representative of the Atlas Tack Corp., Fairhaven, Mass. Mr. Parker for a number of years has covered the New England and Middle Western territory for Landers, Frary & Clark, New Britain, Conn. He has also traveled in that territory for the Mark Cross Co.

#### NORTH JERSEY ASSN. HEARS TALK ON SEEDS

Thomas Wood, Woodgro Co., Montclair, N. J., spoke before the North Jersey Hardware and Supply Association, at its March 10 meeting, on the quality of seeds and fertilizer. He enumerated the various cheap seeds being sold and showed the inferior grades used in the poorer mixtures. He also described the difference between organic and chemical fertilizers, stating that organic fertilizer was superior because it took longer to decompose with the result of a longer effective life. Mr. Wood pointed out that cheap seeds with little germinating qualities and cheap

and result in a loss of customers who sell these products.

Thirty-one members attended this meeting at the Hotel Plaza, Jersey City, which was presided over by President George Force.

#### 43 G-E EMPLOYEES WIN COFFIN AWARD

Among 43 employees of the General Electric Co. to win the Charles A. Coffin Foundation award is C. O. Hamlin, of the



C. O. HAMLIN

company's appliance and merchandise department, Nela Park, Cleveland. The Coffin citations, each consisting of a certificate and a cash award, are for contribution by the recipients during 1935, to the progress and prestige of the General Electric Co., and to the advance of the electrical art. Mr. Hamlin was cited for the creation of display material, especially the "General Electric Talking Kitchen."

#### THE CHI-NAMEL CO. EXPANDS SALES FORCE

The Chi-Namel Co., 9101 Kinsman Ave., Cleveland, has appointed J. R. Barnes, formerly sales manager for Valentine & Co., New York City, as sales manager. F. H. Gallup has been engaged for the Philadelphia territory; S. B. Evans for eastern Kansas; F. W. Long for the central Ohio district, and C. T. LeViness for metropolitan New York. Plans have been made for still further expansion in the immediate future.

#### NAT. PRESSURE COOKER OPENS OREGON OFFICE

National Pressure Cooker Co., Eau Claire, Wis., has opened an office at 1132 N. W. Glisan St., Portland, Ore., with C. S. Alexander in charge. This office will serve the entire West Coast from Washington to California. Previously the company had a manufacturer's representative for this territory, but this arrangement was discontinued Jan. 1.

#### FAIRBANKS-MORSE NAMES DISTRIBUTORS

Fairbanks-Morse Home Appliances, Inc., 430 South Green St., Chicago, has appointed the Doubleday-Hill Electric Co., with offices in Washington, D. C., and branch headquarters at Baltimore, Md., as distributor for Fairbanks-Morse Conservador Refrigerators. This company will serve its dealers in the District of Columbia, Maryland, Virginia, and part of West Virginia.

Two Tennessee distributors for Conservador Refrigerators, recently appointed, are: Keith Simmons Co., Nashville, and the Mississippi Valley Furniture Co., Memphis. The former will cover central Tennessee and the bordering counties in Kentucky. The latter will cover western Tennessee and part of Arkansas and Missouri.

#### WROUGHT WASHER NAMES SALES REPRESENTATIVE

The Wrought Washer Mfg. Co., Milwaukee, Wis., manufacturer of washers and machinery bushings, has appointed Walter Borges as



WALTER BORGES

special sales representative. He will be headquartered at the firm's Milwaukee office, covering special territories from that point. Mr. Borges was formerly general manager of a manufacturing plant in Milwaukee.

The purpose of Mr. Borges' appointment, according to the company, is to enlarge its field of customer service by providing this added contact for the hardware trade, assisting wholesalers in developing added turnover of the firm's products. Mr. Borges will work under the direction of W. F. Disch, general sales manager of the concern.

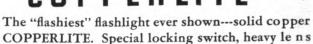
# Four Fastest MONEY MAKERS in Flashlight History

# Silverchrome

There's only one ROTOMATIC spotlight made--and that's a RAY-O-VAC---with a fool-proof, ever-



lasting switch. \$1.25 Seller with batteries. Deal includes 6 (No. 6R22) Rotomatic spotlights and 48 Ray-O-Vac unit cells, complete in display. Retail value \$11.10. you pay \$7.40---PROFIT \$3.70.



\$1 Retailer with batteries. Focusing type, 500 foot range. Deal includes 6 (No. 6CS22} Copperlites, 48 Ray-O-Vac cells, in display shown at right. Retail value \$9.60, cost to you \$6.40---PROFIT \$3.20.





The "2 in 1" spotlight and floodlight combined. Silverchrome finish. Dual switch. An all-purpose light with a universal appeal. \$1.25 Retailer with batteries. Deal includes 6 (No. DL22) DU-ALITES, 48 Ray-O-Vac cells in attractive display at left. Retail value \$11.10, you pay \$7.40---PROFIT \$3.70.

> A Flashlight for Every Purpose

Here's the flashlight that meets all price competition and licks it. Genuine focusing nickel finish flashlight to retail at 65c, complete with batteries. Deal includes 6 (No. N22) flashlights, 48 Ray-O-Vac unit cells, complete with display. Retail value \$7.50, you pay \$5.00---PROFIT \$2.50.

> A Flashlight for Every Purse



#### BORST AND EDWARDS WIN BRIDGE CHAMPIONSHIP

At the Duplicate Contract Bridge Tournament of the Hardware Square Club, No. 675, held in the Masonic Temple, 23rd St. and 6th Ave., New York City, Feb. 18, George Borst, president of the Franklin Hardware Co. and Wm. Edwards of the Federal Hardware Co. were winners. Playing with Mr. Borst as South was Wm. Hendrick also of the Franklin Hardware Co. and with Mr. Edwards was Pete Bongert, Atlas Printing Co., as West. Chas. Samolinski, Mill Factor Products Co., and Al Sitterlie, Franklin Hardware Co., took the boobie prize. The team of Fred Scholl, Long Island Hardware Co., and Ed Norvell, E. C. Atkins Co., was a close second.

The eight annual Gala Night of the club will be held May 21 in the grand ballroom of the Half-Moon Hotel, Coney Island, Brooklyn, N. Y. The affair will also be held in celebration of the 75th anniversary of Frederick Pfeifer, The Payson Co., who is a past president of the club and also a member of the Hardware Ace Fifty Year Club. The entertainment committee consists of Mr. Scholl and Ralph Allen, Diamond Expansion Bolt Co.

#### ALLIED HDWE. STORES ELECT 1936 OFFICERS

Allied Hardware Stores, Inc., Akron, Ohio, at its Feb. 25 meeting at the Akron Beacon Journal offices elected the following officers: William Stenacker, Community Hardware, president; Paul R. Schlichte, Five Points Hardware, vice-president, and G. V. Britton, The Kenmore Supply Co., secretary-treasurer. President Stenacker presided over the meeting which was attended by 18 of the 19 stores in the group.

#### NESCO ESTABLISHES A HOME TEST KITCHEN

National Enameling and Stamping Co., Milwaukee, Wis., is constructing at its factory a Home Economics Kitchen, which will be equipped with every modern culinary device and accessory. A nationally known home economist will be in complete charge of daily operations and will devote her entire time to practical kitchen operations, the testing of recipes and the creation of many new dishes, especially for automatic electric roaster cooking and for use in connection with Nesco Kerosene Stoves and Ranges. It is felt many improvements in construction and design of the company's lines and it will be operated under the supervision of Herbert J. Moon, chief chemical engineer and head of Nesco's Home Research Laboratory.



Thomas L. Willis, whose election as president of the Northern Wholesale Hardware Co., dealer-owned firm of Portland, Ore., at the 12th annual stockholders' meeting and convention held at the warehouse, Feb. 17 and 18, was announced on page 72, of the March 12 issue of Hardware Ace.

#### SARGENT & COMPANY ELECTS OFFICERS

At the annual meeting of the stockholders of Sargent & Co., hardware manufacturer of New Haven, Conn., held March 13, officers were reelected as follows: President and general manager, Phillip E. Barth; vicepresident, secretary and treasurer, Ziegler Sargent; vice-presidents, Bruce Fenn and George F. Wiepert; directors as follows: B. W. Burtsell, Samuel H. Fisher, R. J. E. Graham, E. R. Sargent, G. L. Sargent, John Sargent, J. D. Sargent, Murray Sargent.

#### SOUTHINGTON HDWE. CO. APPOINTS J. A. BUTLER

John A. Butler has been appointed factory superintendent of the Southington Hardware Co., Southington, Conn., succeeding Edward L. Baker. Mr. Butler's appointment becomes effective April 1. He has been associated with the firm for the past 48 years.

#### ST. LOUIS CLEAN-UP WEEK, APRIL 12-MAY 2

connection with Nesco Kerosene
Stoves and Ranges. It is felt that the kitchen will suggest

The 1936 Clean-Up and PaintUp Campaign, sponsored by the St. Louis Chamber of Commerce,

will be held from April 12 to May 2, in cooperation with the public, Catholic and Lutheran schools, the city administration, merchants and various civic groups.

Arthur A. Blumeyer, president of the Industrial Bank of St. Louis and a member of the school board, is chairman of the Chamber's committee in charge of the campaign.

#### VOGEL, SALES MANAGER OF G-E RADIO DIVISION

Ernest H. Vogel has been appointed sales manager of the General Electric Co.'s Radio Division, Bridgeport, Conn. For the



E. H. VOGEL

past six years Mr. Vogel was associated with the RCA Mfg. Co., Camden, N. J., having joined that organization as advertising manager. He later was appointed radio sales manager, and was engaged in RCA sales activities until his recent appointment.

#### HUMPHREY AGAIN HEADS MOREHOUSE & WELLS

At the annual meeting of stock-holders and directors of the Morehouse & Wells Co., Citizens Bldg., Decatur, Ill., March 10, the following were elected officers of the firm, which conducts a wholesale and retail hardware business: Wilbur Humphrey, reelected president and treasurer; Dean Johnson, vice-president; Robert Humphrey, secretary; Herman Walker, assistant treasurer. Directors: Wilbur Humphrey, Ralph J. Monroe, Charles H. Ruedi, Robert Humphrey and Leslie E. Dillehunt.

The new mill supply department, under the direction of H. W. Eckland, will service territory within a 100 mile radius of Decatur, handling a full line of factory maintenance equipment and supplies.

#### ANNOUNCE WINNERS OF WOLF PACKAGING AWARDS

The Five Star Anti-Freeze container entered and used by E. I. duPont de Nemours & Co., Inc., Wilmington, Del., and designed by Jim Nash took first honors in the 1935-36 Irwin D. Wolf Awards Competition for distinctive merit in packaging, it is announced by the American Management Association, sponsoring organization for the annual competition.

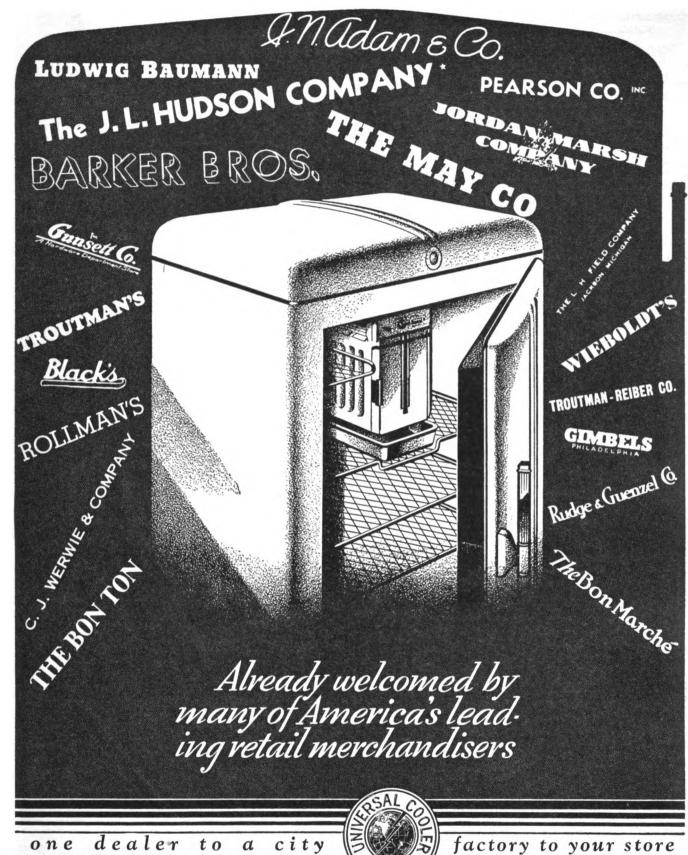
Johnson's Furniture Polish entered by S. C. Johnson & Son, Inc., Racine, Wis., and Owens-Illinois Glass Co., was voted the winning package under the classification, the most effective use of more than one color. Hercules steam-distilled wood turpentine entered and used by Hercules Powder Co., Inc., Wilmington, Del., won honorable mention for the most effective redesigned package (based on comparison of old and new). The brush display of The Sherwin-Williams Co., Cleveland, won honorable mention for the most effective use of merchandising ingenuity regardless of artistic qualities.

Under the classification of the most effective use of layout and/or decorative design, with particular emphasis on both merchandising value and beauty, DuPont Five Star Anti-freeze was considered the winning package. S. C. Johnson & Co., Inc., furniture polish and Semdac Liquid Gloss used by the Standard Oil Co. of Indiana, received honorable mention

Channel-Vent chick box used by Hoeft & Co., Inc., North Chicago, Ill., received honorable mention for the most effective shipping container from the standpoint of merchandising and construction ingenuity. Sell-A-Set deal, entered and used by the Washburn Co., Worcester, Mass., won an award for the counter display piece that most effectively contributed to the selling of a unit package.

#### SEEKS HDWE. CATALOGS AND PRICE LISTS

Manufacturers' Sales & Distributing Co., 1190 East St. George Ave., Linden, N. J., is extending its mill and factory business to include selling to the retail trade in its vicinity. The firm would like to receive catalogs, price lists, discounts, etc., from manufacturers of builders and heavy hardware, bolts, nuts, ropes sash cord, and a limited line of housefurnishing items.



#### CONVENTION PROGRAM FOR SOUTHERN HDWE. JOBBERS AND AMERICAN HDWE. MFRS.' ASSNS.

A definite program has been arranged for the joint convention of the Southern Jobbers' Assn. and the American Hardware Manufacturers' Assn., which will be held at Memphis, Tenn., April 20 to 23 inclusive. Walter M. Bonham, president, C. M. McClung & Co., Knoxville, Tenn., president of the Jobbers' Assn.; and R. G. Thompson, vice-president, Lufkin Rule Co., New York City, president of the Manufacturers' Assn., will preside at their own sessions and jointly at the joint sessions.

At the Monday evening, April 20, opening joint session, Charles Evans, Little Rock, Ark., will speak on "That's My Story."

At the Tuesday morning joint session at 9.30, John E. Edgerton, president, Lebanon Woolen Mills, Lebanon, Tenn., president, Southern States Industrial Council, and past president, National Association of Manufacturers will deliver an address entitled, "At the Forks of the Road." Flint Garrison, director-general, Wholesale Dry Goods Institute, will discuss, "Distributing Through the Wholesaler."

The jobber session will be held Tuesday morning at 11, at which Ralph W. Carney, The Coleman Lamp and Stove Co., Wichita, Kan., will speak on "Net Profit for the Jobber." Subjects for general discussion will be: Stimulating Salesmen to Push New Lines and Specialties; The Small Order Problem; Analysis of Lines; Differentials on Broken Packages; Analysis of Customer Accounts; Departmentalized Buying; Are Advance Notices of Price Changes Desirable; Cooperation with the Retailer; Controlling the Expense Account; and Educating Salesmen on Lines Handled.

At the Wednesday morning open joint session, Fitzgerald Hall, president, Nashville, Chattanooga and St. Louis Railroad, will talk on "Taxes—Amount, Purpose, Payment"; James E. Edmonds, editor, Cotton Trade Journal, New Orleans, and author of a series of articles in the Saturday Evening Post last year, following trips abroad to study cotton production, will discuss "The Cotton Situation." General discussion on "Our Industry's Problems" will be led by L. M. Stratton, president, National Wholesale Retail Hardware Assn. and by George H. Halpin, general sales manager, Minnesota, Mining and Mfg. Co., St. Paul, Minn. The closing

A definite program has been joint session will be held Thurs-

The entertainment committee, headed by Edmund Orgill, Orgill Brothers & Co., Memphis, Tenn., has not made definite announcement of the entertainment program. However, there will be informal dancing after the Monday evening session; a special feature for Tuesday evening; followed by informal dancing and a formal ball and golf tournament on Wednesday evening and morning respectively. Entertainment for the ladies will also be provided.

Registrations have already reached the 900 mark and it is expected that this joint convention will smash all attendance records in the history of the association.

#### ANNUAL MEETING OF OLD GUARD SET FOR APR. 21

The annual meeting of the Old Guard, Southern Hardware Salesmen's Assn., will be held

April 21, at the Peabody Hotel, Memphis, Tenn., it was announced by secretary-treasurer R. P. Boyd. President Haviland has appointed the following as a dinner committee: George H. Harper, chairman; James Hutchinson and F. Herbert Smith. Every effort is being made to make the meeting a gala affair. The date of the meeting coincides with the joint convention of the Southern Hardware Jobbers' Assn. and the American Hardware Manufacturers' Association, which will be held there April 20-23 inclusive.

#### "CLEAN UP" CAMPAIGNS

Suggestions for inspiring Clean Up—Paint Up—Fix Up campaigns in home communities, through the cooperation of the civic agencies, the city administration, Chamber of Commerce, or other suitable non-commercial organization, are available free of charge from the National Clean Up and Paint Up Campaign Bureau, 2201 New York Ave., N.W., Washington, D. C.



Charles W. Nelsen, Froid, Mont., who was elected president of the Montana Implement and Hardware Assn., at the recent Butte convention of the organization. Due to mistaken identity, the picture of L. E. Nelson. Omaha, Neb., vice-president of the Nebraska Retail Hardware Assn., was reproduced with the report of the Montana meeting. as published on page 90 of the March 12 issue of Hardware Age.

#### 250 HARDWARE AND FURNITURE DEALERS ATTEND NATIONAL COLEMAN SALES CONGRESS

Approximately 250 dealers and their clerks, representing 219 retail hardware and furniture dealers from 32 states, attended the National Coleman Dealer Sales Congress of The Coleman Lamp and Stove Co., held at Wichita, Kan., on March 3 to 7 inclusive. As the attendance was larger than expected, two sessions of three days each were held.

Each session consisted of lectures and class-work on merchandising, advertising, and retail selling and in checking the actual performance of Coleman products. The dealers learned how to install correctly and insure the proper operations of the merchandise that they sell by actually working at those things at the sessions. The idea

of a special Coleman department in the dealers' stores for the display and sale of different Coleman household appliances was discussed.

At the conclusion of each session, each attending member was issued a Membership Certificate in the National Coleman Dealers' Club. This certificate was also an award of merit as evidence of the aggressive merchandising and selling methods of the member's firm and also of the fact that the member attending had successfully passed a special factory and training course in the installation, operation, and servicing of Coleman products.

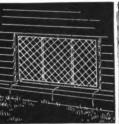
The invitation extended to dealers to attend the congress

was based on each firm's outstanding record of advertising, merchandising, and selling of Coleman products during the preceding year, and may be considered as an award of merit based on actual sales performance.

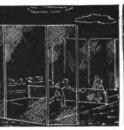
The school was conducted by R. W. Carney, field promotional manager; Charles E. Parr, vice-president and general manager; R. R. Sterling, sales manager; A. W. Boyer, advertising manager; L. F. Rosenberger, assistant sales manager and the following salesmen: Ralph Barnes, Harry Zimmerman, Ernie Sell, A. O. Beyer, L. G. Ingram, H. H. Pike, R. A. Bullard, Pierce Hauser, Charles R. Conn and E. E. Wegley.















LAWN FENCES

CELLAR WINDOWS

SCREEN DOORS

TENNIS COURTS

TRELLISES

POULTRY YARDS





#### HOW IT IS MADE.

Gray-Diamond Welded Fabric is made from Copper Alloy Open Hearth Steel Wire . . . a special alloy which due to its copper content provides rustresisting tendencies. Furnished hot galvanized or green painted.



After two years of research and experimentation Wickwire Brothers have developed this new fabric for our many users of Wire products. By our special process of welding, this fabric becomes much stiffer and stronger than twisted netting or woven wire cloth. Each mesh is uniform and firm. No slipping or sagging . . . will withstand terrific strains, knocks and hard usage.

#### GRAY-DIAMOND WELDED FABRIC HAS MANY USES

It is much more attractive than twisted or woven meshes. It has greater strength than other types of fabric. Some ideal uses are:

TRELLISES
REINFORCEMENT for CELLAR
WINDOWS and SCREEN
DOORS
ORNAMENTAL ENCLOSURES
for TENNIS COURTS
KENNELS
LOCKER FRONTS
POULTRY YARDS

FLOORING in CHICKEN COOPS
DOG KENNELS
FLOWER BED GUARDS
MACHINERY and BELT GUARDS

REINFORCEMENT of CEMENT FLOORING and STUCCO WALLS

#### FURNISHED IN THE FOLLOWING SIZES AND WEIGHTS

HEAVY 150 lineal feet bales; 2 feet, 3 feet or 4 feet wide. 18 gauge wire I inch mesh. LIGHT 150 lineal feet bales, 2 feet, 3 feet and 4 feet wide. 20 gauge wire, I inch mesh. Furnished also in 2 inch mesh same widths—18 gauge.

### WICKWIRE BROTHERS

MILLS AND OFFICES CORTLAND, N. Y.



DOG KENNELS

WELDED FABRIC

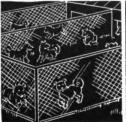
ER BROTHER

CEMENT AND STUCCO REINFORCEMENTS

SAFETY GUARDS

FLOWER GUARDS













#### BURTON W. CROBAUGH

Burton W. Crobaugh, 80, president of the Crobaugh Hardware Co., Tiffin, Ohio, one of the oldest retail establishments there, died at his home recently.

He entered the hardware trade there in 1874 as a bookkeeper and salesman for John N. Taylor who had founded the store in 1847. In 1892 Mr. Crobaugh was admitted to a partnership in the business and in 1898 he assumed the management in the firm which was then known as Crobaugh & Dahm. Following Mr. Dahm's death the store was reorganized as the Crobaugh Hardware Co. He was also one of the organizers of the Citizen's Building Assn. Co., which he served as secretary and manager and had been a director and vicepresident of the Tiffin National Bank.

#### GEORGE H. HEGNER

George H. Hegner, associated in the Hegner Hardware Co., Sewickley, Pa., passed away recently. Upon graduation from Duffs College in Pittsburgh, he entered the general store of his father and was a potential factor in the store's development into a general hardware and housefurnishings business. Upon the death of Mr. Hegner, Sr., his three sons, George H., A. J., and Frank A. Hegner, succeeded to the business and subsequently added such lines as housewares, electrical appliances, farm implements, seeds and roofing. Mr. Hegner, until his recent death, continued in the store and played an important part in its development. He was a well-known figure at the PASHA conventions and he took an active part in all the affairs of his community.

He leaves his widow, a daughter and a son and several brothers and sisters. His brothers, A. J. and Frank A. Hegner, will continue to carry on the business.

#### HAROLD F. ZIPFEL

Harold F. Zipfel, 34, president of the South End Hardware Co., 7717 Broadway Ave., Cleveland, died recently at his home there. His widow and a daughter survive.

#### C. N. VEEZE

C. N. Veeze, 82, veteran hardware merchant of Sutherland Springs, Tex., died recently fol-

widow, a daughter and two l grandchildren survive.

#### W. C. THOMAS

W. C. Thomas, 63, retired hardware merchant, died recently at Chattahoochee, Fla., after a long illness. Mr. Thomas opened a hardware store in Tampa, that state, in 1900. The business developed into the Tampa Hardware Co., which at one time was one of the largest wholesale concerns in the South. He was a past president of the Southern Hardware Jobbers Assn., and of the Tampa Credit Men's Assn. He leaves his widow and three sone

#### HOMER GRADY CHAPMAN

Homer Grady Chapman, 40, passed away recently at his home in Atlanta, Ga. He was a member of the Old Guard of Southern Hardware Salesmen's Association.

#### GEORGE B. ALVORD

George B. Alvord, prominent Connecticut industrialist, died March I, in Nassau, Bahama Is., where he was spending a vacation. He was a director in the Union Hardware Co., the Progressive Mfg. Co., Magma Copper Co., New York, the Torrington Printing Co., Torrington Company, the Torrington National Bank and Trust Co., the Torrington Electric Light Co., and the Torrington Water Co. He leaves his widow, a daughter and a son.

#### W. L. DEMING

William Lloyd Deming, 84, president of the Deming Co., Salem, Ohio, died March 10, at his home there, after a three months' illness.

A graduate of Cornell University, he became associated with the Silver & Deming Mfg. Co. The Deming Co. was organized in 1890 to take over the pump business of the Silver & Deming Co., and he was made its secretary. In 1895 he was elected vice-president and secretary, and in 1921 president. He was interested not only in industrial circles but also was keenly interested in civic affairs.

His widow and a daughter, Susan B. Deming, survive.

#### WALTER K. KUNKEL

Walter K. Kunkel, 58, member of the hardware firm of lowing a brief illness. His M. Kunkel & Sons, Davenport, sons survive.

Iowa, died recently after an illness of three months. He was a former director of the Scott County Sportsmen's Assn. and a member of several gun clubs.

#### JONATHAN HARALSON

Jonathan Haralson, 67, a hardware merchant in Augusta, Ark., for 40 years, passed away March 13. He had been a president of the Arkansas Retail Hardware Association. His widow and two daughters survive.

#### FREDERICK R. HANSE

Frederick R. Hanse, 48, for almost a decade in the hardware business in Babylon, L. I., passed away recently.

#### CHARLES S. MENAGH

Charles S. Menagh, 79, who conducted a hardware business for nearly 40 years in East Orange, N. J., died March 10, at his home there. He retired from active business several years ago.

#### MARTIN T. HAGERTY

Martin T. Hagerty, 74, who had conducted a hardware store in Phillipsburg, N. J., died March 13. He was prominent in the affairs of Warren County.

#### FRANK P. ADAMS

Frank P. Adams, 83, retired hardware merchant, died March 12, at his home in Sussex, N. J. He founded a hardware business there in 1882 which is now operated by his son, Ralph P. Adams.

#### CLYDE A. HAEFNER

Clvde A. Haefner, 41, vicepresident of The Detroit Harvester Co., Detroit, Mich., died recently in the Henry Ford Hospital, after an illness of two months. He leaves his widow. and a son and daughter.

#### JAMES L. JOHNSON

James L. Johnson, 72, for 10 years associated with the Johnson-Lally Hardware Co., Green Bay, Wis., died recently at the home of his daughter in Adrian, Minn. He retired from active business several years ago. Two daughters survive.

#### J. H. SHIER

J. H. Shier, 73, founder of Amlin, Ohio, and proprietor of a hardware store there, died March 9, after an operation. Two

#### J. JEROME BYRUM

J. Jerome Byrum, 55, vicepresident of the Byrum Hardware Co., Ensley, Ala., died recently in a Birmingham, Ala., hospital. He is survived by two brothers.

#### CARY L. FERRELL

Cary L. Ferrell, 40, well-known hardware merchant of Buna. Tex., died March 1. He was formerly with the Wilson Hardware Co. of Beaumont. A widow, a son and a daughter survive.

#### HERMAN FORG

Herman Forg, 82, president and treasurer of the Peter Forg Manufacturing Co., Somerville, Mass., died recently in a hospital there. His firm specialized in sheet metal stampings. He leaves his widow and a son who is associated in the business.

#### WALTER J. ZILL

Walter J. Zill, 66, store manager for the Badger Paint & Hardware Stores, Inc., died March 1 at a Milwaukee, Wis., hospital. He is survived by a daughter, four sisters and two brothers.

#### JAMES MERTON CHASE

James Merton Chase, 60, associated for many years with hardware firms in Ithaca and Elmira, N. Y., passed away March 10. He was formerly connected with Barr Brothers, and with the retail and wholesale department of Treman, King & Co., Ithaca, and during the past four years with Barker, Rose and Kimble, Inc., wholesale firm of Elmira. He is survived by his widow, a son and three daughters.

#### JAMES F. FAROUHAR

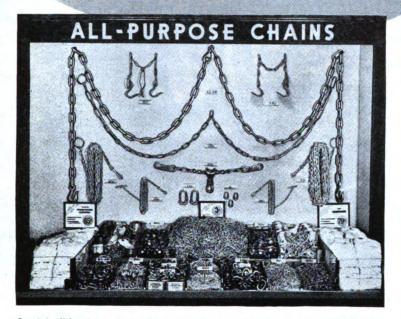
James F. Farquhar, veteran hardware merchant and member of Farquhar Brothers, Fort Covington, N. Y., died suddenly of a heart attack while walking from his home to the store, on March 5.

#### WILLIAM G. LUCAS

William G. Lucas, 53, general manager of the Palmetto Hardware Co., Dillon, S. C., died March 11 after a brief illness. He had been engaged in the hardware business for 25 years.



# Feature these ACCO CHAINS for Bigger Spring Profits



Good April Leaders:—Breast Chains, Tie Outs, Repair Link Assortments, Lap Links

 Springtime is the time to display your ACCO Chain assortments.

Here is a timely suggestion for increasing sales and profits this spring: Make a display of ACCO Chains in your window—and have another display on a counter, near the cash register. Often customers need only to be

reminded of their chain requirements to start a sale.

Remember, every sale of ACCO Chain is a clean and profitable transaction. There are no finer chain specialties than those made by American Chain. And every buyer of ACCO Chain products means another satisfied customer for you.

AMERICAN CHAIN COMPANY, Inc.
BRIDGEPORT, CONNECTICUT
In Business for Your Safety

World's Largest Manufacturers of Welded and Weldless Chain

#### **ACCO CHAINS**

For Every Purpose

**EL-WEL-TRA TRACE CHAINS** HEEL AND BUTT CHAINS WAGON CHAINS **BREAST CHAINS** HALTER CHAINS DOG CHAINS PLUMBER AND SAFETY CHAINS TIRE CHAINS **TOWING CHAINS COIL CHAINS** GENERAL PURPOSE CHAINS REPAIR AND LAP LINKS SASH CHAINS **WELL CHAINS** HOOKS, COLD-SHUTS TIE OUTS **COW TIES** STEEL LOADING CHAIN LOG OR BINDING CHAINS PORCH SWING CHAINS HAMMOCK CHAINS

WEED

Bull Farm Tractor Chains For Low Pressure Tires KEEP TRACTORS MOVING



ACCO Packaged CHAIN

# What's New

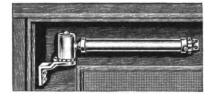
#### for Retail Hardware Stores

#### **Horton Washers**



Nos. 19 and 20 have redesigned modern octagonal cabinets. Are identical except in the wringer, No. 20 having the Horton four-roll wringer with automatic safety feature. Both models have inbuilt electric light, illuminating interior of tub and serving as a pilot light. Horton Manufacturing Co., Fort Wayne, Ind.

#### **Checking Door Closers**



Type 25—suitable for screen, combination and light interior doors; type 125, with cushion shock absorber, for combination screen and storm doors. Features: pneumatic check control; heavy duty spring; adjustable spring tension; concealed spring; adjustable checking valve. Checking cylinder is of brass, other parts iron and steel.

Exposed parts finished in colored lacquer. Chicago Spring Hinge Co., 1500 Carroll Ave., Chicago.

#### Sealerine

Sealerine is a reinforcing oil, which the maker states, makes painting easier, paint dry harder, cover more surface and wear longer. When used according to directions it is said to completely kill alkali or hot spots in plaster surfaces and to seal the pores in one coat. May be used for exterior wood priming, painting brick and stucco; priming and painting plaster walls and wall board; and priming under kalsomine. Sealerine Products Co., 432 E. Lafayette St., Detroit, Mich.

#### **Pocket Armor Cutter**



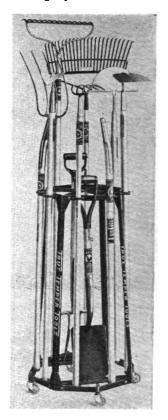
Drop-forged from Alloy steel. Backs of blades rounded to protect insulation. Makes clean cut. May be used for connecting up cab. boxes, switches, base plugs, splitting loom, cutting away metal lath, or any light flat metal. Weighs 8 oz. List price, \$2.00. Dealer discount, 33 1/3 per cent. Utica Drop Forge & Tool Co., Utica, N. Y.

#### **Metal Signs**



Metal Plate—5 x 8 inches. Black lacquer background—white letters and border, stake attached. Types include, "Please Keep Off The Grass," "No Parking," "Office," etc. Suggested retail selling price, 15c. Dealer cost: 6c ea. in two doz. lots; 5c ea. in gross lots—F.O.B. Clouser Bros... 100 Transportation Bldg., Indianapolis, Ind.

#### **Tool Display Stand**



Available to dealers cooperating in the sale of True Temper Tools of the Month for 1936. Of steel construction equipped with ballbearing caster—it is lightweight and has a broad base to prevent tipping. Requires about 21 x 21 in. floor space. Holds from 10 to 12 tools. Finished in black and gold and suitable for floor, window or sidewalk display. Price, \$1.00. The American Fork & Hoe Co., Keith Bldg., Cleveland

#### 1936 Fishing Laws

Twelve pages covering fishing laws in the 48 states, 9 Canadian provinces, Alaska and New Foundland. Gives seasons, size and catch limits, and license fees. Price 1c each, minimum order 100 copies. Outdoor Life, 353 Fourth Ave., New York City.



# Proved by Experience

the one important feature among all electric refrigerators
—most important both to the user AND TO THE DEALER!

♦ In 1927, after fifteen years of research, General Electric introduced the first sealed-in-steel refrigerator mechanism. General Electric engineers claimed it would revolutionize operating and maintenance costs of household electric refrigerators. It did! Its 8 year record for dependable year after year performance at low cost is unparal-

leled. It has saved refrigerator users hundreds of thousands of dollars. • Basically unchanged, this famous G-E sealed-in-steel mechanism, product of the world's greatest storehouse of electrical knowledge, now has double the "cold" producing capacity and uses 40% less current! General Electric Refrigerators, of course,

have all the modern convenience features, but General Electric never forgets that dependable service and low operating cost, day after day, year after year, are what both user and dealer really want. General Electric dealers experience greater net profits through customer satisfaction and the elimination of costly service problems. General Electric Co., Appliance and Merchandise Department, Section HA3, Nela Park, Cleveland, Ohio.

GENERAL ELECTRIC

# ACCLAIMED THE WORLD'S



Five-burner Perfection High-Power modern cabinet oil range, one of twenty-three new High-Power models

# PERFECTION

The mark of quality

· · HIGH

HARDWARE AGE

# MOST BEAUTIFUL STOVE

# To PERFECTION oil stove performance is now added MODERN design!

THE STURDY CONSTRUCTION and dependable performance of the Perfection line are known wherever oil stoves are sold. Now, Perfection adds modern beauty. Dealers and consumers, alike, acclaim this new range the world's most beautiful stove. Read these brief comments representing hundreds:

FLORIDA: "The new range stole the whole show and everyone acclaimed it the most beautiful they had ever seen regardless of gas, electric or what not."

MICHIGAN: "Wonderful... beautiful... away ahead of competition."

**NEW YORK:** "The range is far finer than pictures would indicate. It would be impossible to get into any picture of the range its many fine points."

S. CAROLINA: "The No. 879 is the finest range we have ever seen and it will sell as well as the old No. 559."

**NEBRASKA:** "The 'sensation' of the show was the new cabinet range. The comments were largely on its beauty, ease of keep-

ing clean, the large, convenient oven, the door for concealing burners, and the easy way to refuel the reservoir. The city women stated it was better looking than the natural gas stoves."

MISSOURI: "I've never had a Perfection yet I couldn't sell and this range is the best looking stove I've ever seen."

**INDIANA:** "The stove is a wonderful piece of workmanship."

**TEXAS:** "The most beautiful range of any type we have ever seen. It is a masterpiece."

**OHIO:** "Now you are going places. Send me one of those ranges quick!"

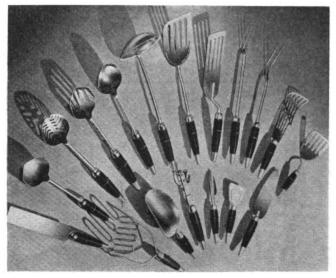
Some stoves are good-looking only until you try to demonstrate them. Not so, these new Perfections. They are as modern in convenience as in appearance. A recent consumer survey confirms Perfection's established policy of placing all ovens at convenient elbow height.

Send for catalog showing the complete Perfection line.

PERFECTION STOVE COMPANY • 7736-A Platt Ave., Cleveland, Ohio

POWER OIL STOVES . .

#### Ritz Kitchen Utensil Line



Chromed with contrasting black Bakelite "Skyline" handle, tipped with polished aluminum, moulded into handle itself. Heavily plated to prevent rust and to facilitate cleaning. Maker states handles cannot come off, heat. break, chip or scar in ordinary wear; no paint nor enamel to come off; water cannot swell nor crack them. Has circular ridge on handle to insure firm grip. Also complete line of strainers in 14 sizes with same type handle construction. A & J Kitchen Tool Co., 1949 North Cicero Ave., Chicago.

#### 1936 Roadmaster Bicycles



The new line offers a variety of ultra-modern, streamlined bicycles. The frame tubing is one inch in diameter high carbon steel, having flush joints throughout. The welding process used in the construction, the maker states, is the strongest yet developed, and adds strength to the frame and insures longer life. The Cleveland Welding Co., Cleveland, Ohio.

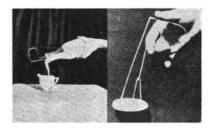
#### **Ingersoll Alarm Clocks**

Ingersoll "Petite"—in either ivory and brass or black and chromium easily read dial and hands. Has quiet movement; clear alarm bell; top shut-



off. "Daybreak"—black and chromium case—easily read dial and attractive hands. Bell-tone alarm. Suggested retail selling price of both models, \$2.25. "Call"—green curved back case with chromium trim, and black base. Two-tone dial. Pierced hands. Suggested retail selling price, \$1.25. Individual display cards furnished. If two or more of each style are ordered (not less than six clocks in all) the display (illustrated) is furnished free. The Ingersoll-Waterbury Co., 30 Irving Place, New York City.

#### **Cream Separator**



Operates in milk bottle. Rubber disc seals the neck of the bottle, permitting the cream to be poured off the top without loss of milk. Separator consists of the disc and a wire handle. Quickly and easily inserted. Suggested retail selling price, 15c. The Kreme-Pour Separator Co., Superior, Wis.

#### Watch Holder



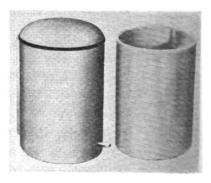
Has a variety of uses. Is of steel construction, deep blue gun metal finish. Can be made to fit any watch by bending top prongs. Holder attaches to object by means of specially designed heavy steel clip. Retail selling price, 15¢ ea. As an introductory offer, 10 holders free with each 100 lot. Cobb's Watch Holder Co., 1203 Boylston St., Boston, Mass.

#### **Model Airplane Kits**



The "Mr. Mulligan," Hawk P6-E. and Folder D-7, are 20 in. models of the easy to build and easy to fly type. Complete but for cement and coloring. List price 50c. Cleveland Model Supply Co., 1866 W. 57th St., Cleveland.

#### Sanette Deluxe



Of streamlined design—turret top and chromium-plated bevelled foot pedal. Has enamel finish; balloostype rubber silencer. Operating mechanism is concealed. Available in 10, 12, 14, and 20 qt. size and also with chromium-plated covers. An all-chromium cover furnished in 14-qt. size only. Colors are: green, ivory, white, red, and black. Waste paper basket to match Sanette in finish, color and design, also available. Master Metal Products. Inc., Buffalo, N. Y.



HLEN-BISHOP

COLUMBUSOHIO SAWS This FREE Display Board Flashing These Fine Saws to Your Customers Will Do It





ORDER TODAY-USE COUPON BELOW \$1.00

1852 EIGHTY-FOUR SUCCESSFUL YEARS OF FINE SAW MAKING 1936

ERE are the biggest possible values you can give your customers-and you can prove it to yourself by any comparison. Perfect steel-excellent workmanship and finish. Dealers everywhere are displaying them and making quick sales. Get your share. Order your stock NOW!

An ideally balanced stock - 3 each of the above saws (bringing display board FREE).

Retail Price \$23.25 Your Cost \$14.53 Your margin \$8.72 YOUR MARK-UP 60%

FREE-With no obligation-the Ohlen-Bisho The OHLEN-BISHOP CO.

p "Cost and	Profit
Indicator."	Check
your profit o	n every
item you se	
coupon to	order.

THE	OHLEN-BISHOP	CO.,	Columbus,	Ohio

☐ Send, at no obligation to me, the "Cost and Profit Indicator."

Ship immediately, through my jobber named below, the display stock of 12 Hand Saws— Price \$14.53.

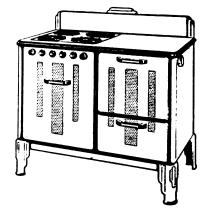
Name	•	•	•			•	•			•			•	•	•	•	
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Address . Johber .....

Address ......



half turn. Twin generators make it possible to operate the oven and surface burners independently. Concealed fuel tank is of Everdur metal which is rust-proof. Oven is insulated with



Rock Wool. Has drawer-type broiler. Closed cooking top conceals the manifold. Porcelain enamel finish. Valve handles are colorful and modern in design Coleman Lamp and Stove Co., Wichita, Kan.

#### **Nu-Way Mouse Trap**

Is made with a safety trigger to prevent trap from going off in hand. Suggested retail selling price is 3 for 10c. Handy Mouse Trap, without safety-trigger, retails at 2 for 5c. Both are set automatically. Booth Mfg. Co.. Cainsville, Mo.

The illustration suggests a possible window arranged with free Loma plant food display material, consisting of 3 large window stickers, lithographed in vivid colors; 5 colorful reversible store banners; 1 cardboard counter easel; 1 price card with complete instructions for using; 3 small window price cards; quantity of leaflets. Also sheet showing available mats and electros. Loma, 61 Broadway, New York City.

#### Display Rack Assortment



Features KVP household papers. Each assortment contains the 12 rolls, illustrated, and at no extra cost, includes 6 boxes and 12 sample bands of pie tape; 12 Boilproof Paper Dishrags; 3 show cards, and an assortment of colored circulars for distribution. Kalamazoo Vegetable Parchment Co., Parchment, Mich.

#### Coleman Safety Ranges

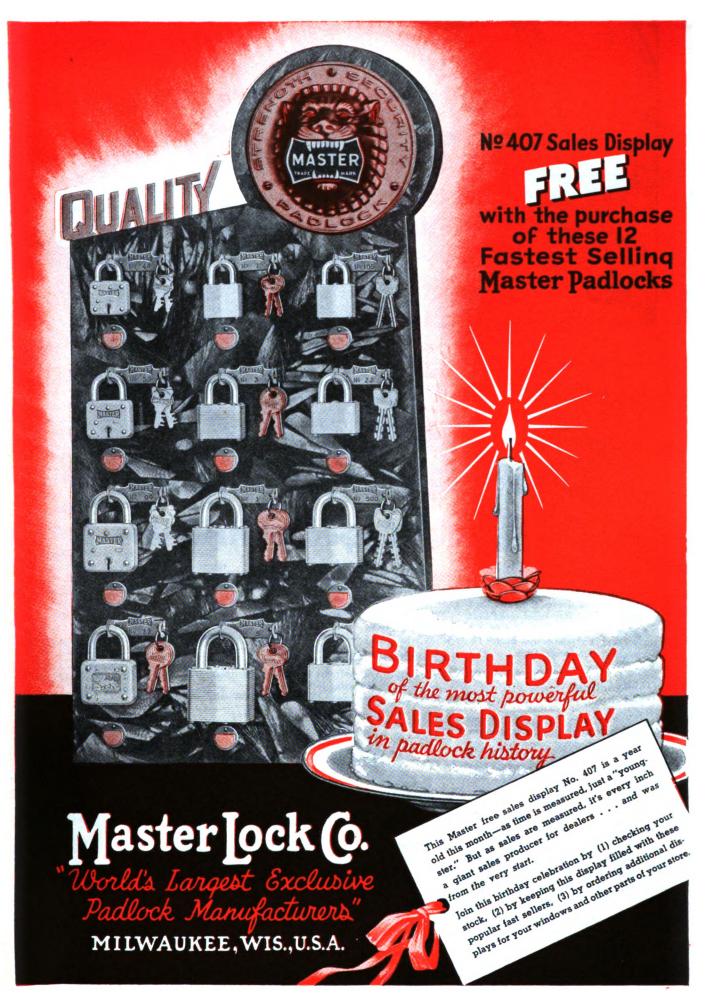
1936 line is distinctive in style, line and coloring. Maker states features are; improved Band-A-Blu Burners—clear and smokeless flame; wider range of cooking heat which can be instantly regulated as desired; positive quick action valves which open or close with a



#### Stainless Enameled Ware

Features are: acid-resisting white linings; stainless steel "flavor-seal" covers and modernistic bails; style-molded knobs and handles; flaring bottoms. The 6,000 series has ivory-white lined stainless steel covers; 7,000, has white and white stainless steel covers; 8,000, has white and white

enameled covers. deals available. Dealer's discount introduced with a "Select-a-Prior" merchandising plan and, as a kitchen ensemble, matched with a new saw white and black trim combination in the Garden Girl Japanned ware, as illustrated. National Enameling and Stamping Co., Milwaukee, Wis.





#### Bicycle Lock

Cyclelock - Locks front wheel and fork securely at an angle, which prevents the bicycle from being ridden or wheeled. Yale lock actuates the locking bolt. Housed in front fork crown and base of fork stem, where metal is heaviest and strongest. Bolt projects into lower frame. Key plate is visible only when fork is turned at a sharp angle. May be fitted to all new series Schwinn bicycles and also to older models. Arnold Schwinn & Co., 1718 N. Kildaire St., Chicago.

#### Screw Driver Assortment



W2X-2 each of 18 sizes of Nu-Grip "two-handed" screw drivers packed in this display, free with an order for one complete assortment. Device in front of display enables customer to test the turning power. Blades are of molybdenum alloy steel, polishedheld in handle 4 in. with corrugated fins to prevent turning or loosening in handle — polished drawn steel ferrules. Handles of northern birch, matural finish, six coats of transparent lacquer. List price of assortment, \$17.70; dealer cost, \$11.80. The Irania Auger Bit Co., Wilmington, Ohio.

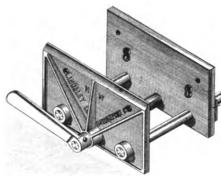
#### Lady Dover Iron



Has open-end handle, said to be specially designed to fit the curve of the hand. Allows full length of iron to operate inside of sleeves and other hardto-reach places. Has super-speed heat, temperature control, large-sized ironing surface and is hermetically sealed. The Dover Mig. Co., Dover, Ohio.

#### **Ouick-Acting** Workshop Vise

This wood vise, it is stated, has an entirely new principle of operation, incorporating a direct mechanical progression, producing a positive and immediate grip on stock placed in jaws.



Handle is parallel to floor and out of way, when in use. Attaches to bench

with four screws. It is said that half turn of handle will lock and hold work securely. According to the manufacturer the jaws are machined from finest gray iron and steel castings; has steel screws and guides; has unbreakable malleable handle heavy and strong enough to stand any use. Jaws, 7 x 4 inches—open to 4% inches. Weight, 6 lbs. Holes drilled for attaching of wood faces when desired. Lindsley Mfg. Co., 718 Crescent Ave., Bridgeport, Conn.

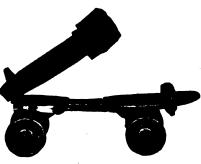
#### Locker Catalog

Contains complete locker information showing all standard styles and sizes. Illustrates and describes new line of lockers. Sixteen pages, printed in three colors. All-Steel Equip. Co., Aurora, Ill.

double-row ball bearing rolls, combining free wheeling and long wear. Toe plate

#### Winchester Skates

No. 3735—Girder frame construction;



is built with extension riveted to the plate and has foot-fitting curve. Heel plate is one piece of steel with high, flared back. Full nickel plate finish. Tan leather straps and sheepskin ankle pads. Extends from 8 to 10½ in.; clamp extends from 25/16 to 31/2 in. Packed in carton. No. 3535 has modified girder type frame with bridge con-

#### Pipe Manufacture

Bethlehem Folder No. 345-illustrated-covers the subject of pipe manufacture from the standpoint of quality. Bethlehem Steel Co., Bethlehem. Pa.

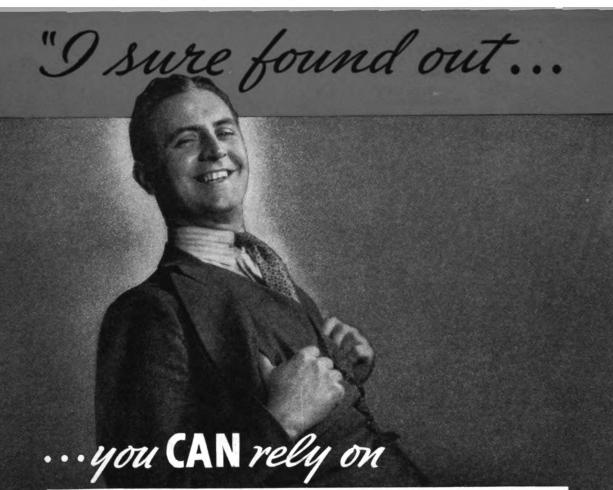
#### Rubber Novelties

Catalog on rubber balls, inflated toys and novelties. Illustrated in color.

Miller Rubber-Toy Division of The B. F. Goodrich Co., Akron, Ohio.



struction; foot plate reenforced with sturdy flange; live-rubber shock absorbers; split-back heel plate design; single-row ball-bearing rolls with double tread for long wear. Extensions same as No. 3735. Bright finish. Tan leather straps. Packed in anti-tarnish, antirust paper. Winchester Repeating Arms Co., New Haven, Conn.



# **GLIDDEN for Sales Building Ideas!**

 Making money in the paint business is largely a matter of using plain, everyday horse sense.

The first and most obvious thing is to pick a line of unquestioned Quality—a line that has proved itself over a long period of years a line with a reputation.

Then look into what you get in addition.

That plus thing - that extra something—must be more than a big national advertising campaign, more than a cut service and some mats for your local paper.

That extra something is what I got in the Glidden proposition.

Glidden came to me with a real merchandising plan that would not only bring people into my store— but would also bring them back again. And Glidden was absolutely confident their plan would increase my paint sales!

All I had to do was try it out. That would positively give me the answer-and boy, I Sure Found Out!

I wouldn't swap my Glidden line and my Glidden business for any other line that's going—and I mean just that. I'm making money-have been every year since I started with Glidden. And you can, too, if you'll give the Glidden proposition a fair trial!

THE GLIDDEN COMPANY . Cleveland, Ohio

Everywhere on Everything Enamels

MARCH 26, 1936

#### **Disston Saw Display**



blades, 12 and 14 in., to sell at 22c and 24c each; ½ doz. each of two Quaker City Compass saws, 12 and 14 in., to sell at 33c each; 1/3 doz. Nest Saws, two at \$1.25 each and two at 66c each. Total consumer value, \$16.72; dealer's cost, \$11.20. Henry Disston & Sons,

Inc., Philadelphia, Pa.

#### **Key Making Machine**



Lithographed in yellow and black

and supported by back easel. Contains

one item each of ten, comprising Diss-

ton Unit No. 236, which contains 1/4

doz. each of four Keystone Compass

saws, 12 and 14 in., to sell at 49c and

54c each; ½ doz. each of two Keystone

Equipped with micrometer for cutting code keys as well as duplicate keys. Said to assure precision cutting. Simple to operate. Guaranteed. Dealer's cost, \$35 f.o.b., and includes one gross assorted keys, one set guide keys, one complete code book, one cutting wheel and one saw slotter. The Kline-United Corp., 1223 W. 6th St., Cleveland.

#### **Crystolon Oilstones**

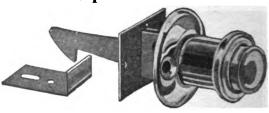
This new line of Silicon Carbide oilstones has been added to the line of Norton Abrasives. Crystolon is supplied in all standard sizes of bench stones, combination stones and round edge slips. Oil saturated at the factory. May be used either dry or with additional moderate applications of oil. Attractively labeled and boxed-identified by scarlet lettering against a pearl grey background. Behr-Manning Corp., Troy, New York.

#### **Mirrored Containers**

Offered in a variety of sizes that may be used either for artificial or cut flowers or for miniature gardens or plants. Outside is of grooved metal,

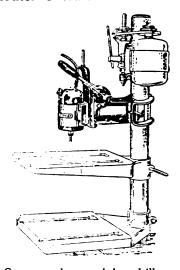
platinum finish with removable bottom. Metal water-tight, removable insert is provided. Available in plain, blue and etched glass. F. & F. Novelty Co., 116 W. 28th St., New York City.





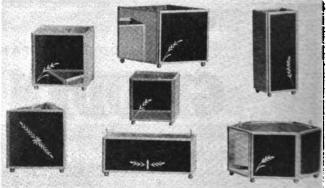
This Push Catch for cupboard doors is of heavy construction; outside parts of heavy pressed brass. Furnished is nickel plate, dull nickel plate, sand blast, brushed brass, antique copper and electro bower barff finish. Length overall, 3½ in., diameter of escut., 17/16 in. Packed in boxes of 1 doz. with screws. Wayne Mig. Co., 5247 Western Avc., Detroit.

#### Router Overarm



Converts a homeworkshop drill press into a high-speed wood router. Can be fastened to any such press to hold the Stanley 18,000 r.p.m. router-shaper motor. Attachment is easily made. Onehand control lever allows several operstions to be performed, using only one hand. The Stanley Electric Tool Division, New Britain, Conn.







No wonder it's a fast growing seller. The new attractive package at the new 25c price will bump sales all the more. Also National Advertising now both Spring and Fall. It carries a long profit—brings women into your store. Stock up now, have it on display—be all set for a bigger Spring Cleaning Season.

Ask your jobber about the Special Assortment offer that gives you a 50% mark-up.



#### DIC-A-DOO Paint Brush Bath

Keeps brushes new. Restores old "hard" brushes. Quick 5c seller; now also in large 10c size.

2 doz. packages in self-selling display container.

#### Dic-A-Doo Paint Cleaner A modern household necessity . . .

CLEANER

A modern household necessity... used by many painters, too. Big, non-competitive seller. 1 lb. pkgs., 5 lb. bags, 20 lb. pails, 25 lb. bags.

#### **Rex Wall Size**

Highest grade and best known. Cold water size. Convenient, attractive 1 lb. packages, and bulk.

#### **Rex Dry Paste for Wallpaper**

Pure white. Easiest and quickest to mix in cold water. Sure to stick. Leading seller for 20 years.

DISPLAYS and SAMPLES

#### MAIL THE COUPON TODAY

PATENT CEREALS CO. Dept. H-21 GENEVA, N.Y.

Send supply: free give-away samples Dic-A-Doo, Circulars and displays. (Check here if you also want Brush Bath Display.)

NAME

ADDRESS

CITY

JOBBER'S NAME.....

Digitized by Google

DIC-A-DOO

#### Selling Is the Thing

(Continued from page 31)

contact with the store and its wide selection of goods needed in every home. All payments are made at the rear of the store which requires passing the entire main floor display and the wide open stairway leading to the housewares basement, brilliantly lighted.

Other specials on china sets include a 76 piece set at \$12.95 (95 cents down and 50 cents a week); and cash price offers of sets at \$1.98 for 22 pieces; \$3.48 for 32 pieces; \$3.98 for 32 pieces and \$45.00 for a better grade 95 piece set. In the medium and better grade sets, open stock patterns are featured but not in the lower priced groups.

Until 1930, the basement had been an auxiliary stockroom used for emergency warehousing. That year a stairway was built up front and a complete and efficient lighting system installed. The basement was converted into a display

and salesroom for a really complete stock of housefurnishing items. One girl and the man in charge of this department are kept busy all day. On Saturdays or during a special promotion one or two extra girls are hired, as the basement has been very popular with Lima women to the extent that at least 30 per cent of the store's entire volume comes from sales made in the basement department. Whereas previously it was a rent liability, it is now a sales asset, giving more and badly needed room for the display of hardware, paints, etc.

The success of the basement experiment led to the development of the second floor as a sales room for wheel goods, stoves, ranges, refrigerators, and many heavy or bulky items for which there is not room in the basement or the main floor. An elevator (or convenient staircase) takes

customers to that upper floor. While it is not as active as the basement or main floor it accounts for about 20 per cent of the store's total volume in dollars and cents, due partly to the fact that most of the items on display there run into a little more money per item than do the goods on the other two selling floors. A mezzanine features a skeleton line of these heavy and bulky items sold on the second floor which is also used for an all year toy department.

The Jones Hardware Co. is not a price cutting store, but it will either meet local competition or stop handling the goods involved. The store will absorb part of its normal margin to meet a price, considering it good business and good advertising to do so. But if the price to be met is so low that it represents a net loss, the goods Occasionally are discontinued. Mr. Sweger has gotten into a competitive fight with drug store and grocery store chains by retaliating with a special sale on drug store and/or grocery store items. Usually he makes them squeal and this leads to having them stop using regular hardware lines as bait or loss leaders. For example, he offered popular brands of pipe tobacco and soap at prices well below the current local chain store offers in retaliation for similar treatment on staple hardware lines. As a result, the local chain managers have a wholesome respect for Mr. Sweger and the Jones Hardware Co.

As a result of these concentrated buying practices and active selling methods, the Jones Hardware Co. in 1935 sales were only 3 per cent below the 1929 total.

The Jones Hardware Co. has fifteen employees, of whom ten are actively selling at all times. R. P. Jones, president of the firm, also take an active hand in selling.

Last year Mr. Sweger was president of the Ohio Hardware Association. During his term of office in that trade body, he stressed in all of his official talks, the vital need of hardware dealers concentrating their buying and devoting the major part of their time, talents and energies toward the selling job where the money is made.



#### Modern Lighting

(Continued from page 36)

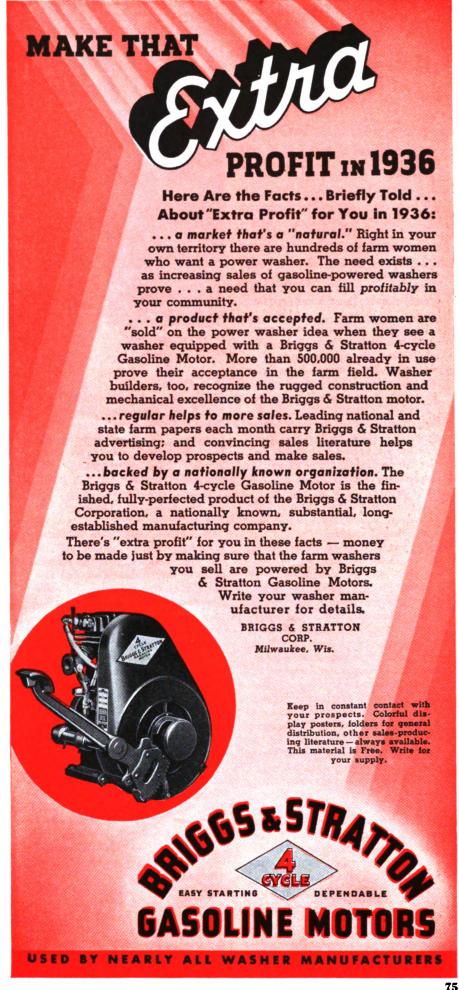
mounted above the merchandise and concealed. Merchandise in wall cases or on open display racks or shelves on the walls can be shown to best advantage when additional light is thrown on it. This may be supplied by tubular or regular lamps mounted at the top of each shelf or set of racks and concealed from view by an overhanging ledge. Best results will be secured if small angle reflectors are used, because these direct the light where it is needed. Another method of lighting shelves is to mount a projecting light trough at the top of the highest shelf so that the light is directed downward and in toward the merchandise displayed.

A special display on a counter or island table may be lighted by spotlight or floodlight, usually mounted above the display and partially concealed, if possible, by a column, rafter, or perhaps by the end of a wall case. Care should be taken that the beam of light is so directed that it will not shine in the eyes of customers

#### Maintenance

The proper maintenance of lighting equipment is a matter that is often neglected. Perhaps it is not universally understood that dust and dirt on lighting units materially reduce the light output. This means that many store owners are not getting the full benefit of the light they are paying for. A regular schedule of cleaning should be established if best results are to be obtained. Local conditions will determine the frequency with which equipments should be cleaned-where there is a great deal of soot or dust in the air cleaning will be necessary more often than in localities where the air is relatively

The day when the merchant could think of lighting as a nonproductive expense is passed—at the very least, good lighting is a service to the customer; at the best, it is a positive selling force of as much importance as salesmen and saleswomen.



# Connecticut Dealers Oppose Thirty Hour Week; Additional Taxes

OSTS, merchandising. retail and wholesale prices, the relation of the retailer to the wholesaler and of both to the manufacturer, the advantages of advertising, and the problems of competition were discussed at the 33rd annual convention of the Connecticut Hardware Association held March 3 and 4 at the Hotel Bond in Hartford.

Opposition to the 30-hour work week bill and to any other laws which may add to taxation, and a suggestion that government expenditure be curtailed, were expressed as the spirit of the convention in the resolution adopted. Other resolutions declared that the government should not enter further into competition with private business, and that disapproval should be expressed toward those manufacturers who use retail outlets.

The convention was enlivened by a banquet Wednesday evening and a luncheon Thursday.

Gordon H. Marvin, New Haven, was re-elected president for the coming year—the first man to held that position for two consecutive years. Other officers were: George W. Stuart, Thompsonville, first vice-president; Charles G. Lindquist, Bridgeport, second vice-president; Charles F. Freeman, Branford, re-elected secretary; and Herman W. Morse, Meriden, was re-elected treasurer for the tenth consecutive time.

Directors for one year are: Fred T. Bish, Jr., South Manchester; Henry Mark, Ansonia; Carl Raven, Meriden, and Clinton Welch, Westport. Those named for two years are: L. E. Wheeler, Seymour; J. L. Palmer, Wallingford; Fred Wilcox, New Haven; and Lester Hayward, Middletown. Those for three years are: S. Howard Hascall and William B. Welden, Simsbury; Charles F. Sanders, Norwich, and Charles Tenstedt, Rockville.

The convention opened Wednesday at 1 o'clock, with singing led by George Phelps, followed by the president's message, reports, and committee appointments. During the afternoon there were speeches by:







G. H. MARVIN
Re-elected President



CHAS. F. FREEMAN Secretary

H. M. Swain, vice-president, Irwin Auger Bit Company, Wilmington, Ohio; Rivers Peterson, editor, Hardware Retailer,. Indianapolis, Ind.; William G. Steltz, president, Supplee - Biddle Hardware Co., wholesale, Philadelphia, and D. W. Northup, president, Henry G. Thompson and Sons Company, New Haven.

Mr. Swain, with "The American Institute of Fair Competition" as his topic, emphasized the importance of that organization, and said that the unethical practices of some manufacturers make it difficult for hardware dealers to meet competition.

Mr. Peterson declared that we never shall reach a time when chain stores and mailing houses will pay the same price as the retailer, and expressed his opinion that eventually the retailer will select wholesalers whose requirements for their dealer patrons are strictest, inasmuch as this will mean that the wholesaler will be able to operate more economically.

Speaking on "The Wholesaler's Viewpoint," Mr. Steltz urged retailers to meet the challenge before them, and pointed out that the wholesaler should help the retailer to sell, rather than to load him up with excessive stock.

The manufacturer's point of view was taken by Mr. Northup who agreed with Mr. Swain that unfair competition comes when the manufacturer gives chain and catalog houses secret rebates.

Speaking on "Competition of Methods" at the Thursday session, Rivers Peterson said, "Although we can meet a product of chain stores or catalog houses quality for quality and price for price, they can still outsell us because they have a program for making it more appealing than we, who are not display experts, have."

Frank Watts, New York City, vice-president, Bennett, Watts, Haywood Co., publishers of *Electrical Dealer*, spoke briefly on the importance of carrying a line of major electrical utility appliances in hardware stores, and suggested methods of merchandising.

The program was brought to a close by Joseph M. Kennedy, sales manager, Bigelow & Dowse Co., wholesale hardware, Boston, who stressed the need for cooperation between wholesaler and dealer in an attempt to build the business up to the status it held 15 years ago.

Committees appointed for the ensuing year were: Resolutions, E. M. Walsh, New Haven; Allyn Fuller, Canaan, and Charles Lindquist, Bridgeport; auditing, Harry Mark, Ansonia; Gordon W. Marvin, New Haven; George W. Stuart, Thompsonville, and J. R. Burghoff, Wallingford; legislative, Robert Seaman, South Manchester, and Walter R. King, Willimantic; suggestions. David Blumenthal, Danielson, and Burton Morrison, Torrington; nominating, Charles Young, Windsor Locks; Charles F. Sanders, Norwich, and Fred Wilcox, New Haven

## RENTED ONE SPEED OLITE FLOOR SANDER 135 TIMES AT AN AVERAGE RENTAL OF ○○. INCLUDING SANDPAPER

#### Read this interesting letter:

"In May, we purchased a Speed-O-Lite Floor Sander for rental purposes. Up to the date of writing, this machine has been rented approximately 135 times with an average rental, including sand paper, of \$5.00. The only replacement part necessary in that time was a fan, broken through carelessness.

"This rental service, in addition to bringing new and more customers to the store, resulted in sales of finishing materials that have exceeded the rental return.

rental possibilities of the Speed-O-Lite machine and have accordingly purchased another which is well on its way to a similar or even better showing.

Very truly yours, CANBY C. MAMMELE. INC. 13 & 15 E. 4th St., Wilmington, Delaware.

(Signed) R. H. Peoples.



#### Start Your Rental Profits NOW

Right now while people are considering cleaning and beautifying their homes and floors is the time to rent sanders. Join the rapidly growing army of happy dealers who never thought there was so much money in sander rentals. The quicker you get your sander the quicker your profits will start. We supply you with Special Sales Helps and co-operate with you in every way. Our machine costs less than most dealers suppose and our terms are easy. Mail the handy coupon now—full details will be sent immediately.

#### Note These Special Features:

- 1 EFFICIENT. Puts a ball-room finish on floors no matter how badly they are worn, warped or marred.
- 2 LIGHT WEIGHT. Easily carried by one man—may be operated successfully by any inexperienced person.

Dealer's Sales Helps 5 BUILT—with ball-bearings throughout, eliminating internal friction and wear, adding years of life to the machine.

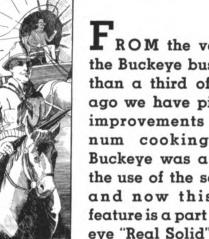
3 SURFACE—right up to the quarter-round, a feature not found in other machines, minimising hand work.

▲ MOTOR. Constant speed, high torque, ball-bearing, Guaranteed against burn-outs.

> We Cooperate DEALER

LINCOLN-SCHLUE 212 W. Grand Av	TER FLOOR MACH. e., Chicago, III.	CO.,
	information covering  Interested in	
Name		•••••
Address	. <b> </b>	
City		.State





ROM the very start of the Buckeve business more than a third of a century ago we have pioneered in improvements on aluminum cooking utensils. Buckeye was a pioneer in the use of the square bead and now this popular feature is a part of the Buckeve "Real Solid" line.

BUCKEYE "Real Solid" utensils are easy to sell. Consider the advantages of the line-substantial, 20 gauge weight stamped on the bottom of every utensil; pure sheet aluminum; guaranteed workmanship and material; the Good Housekeeping Seal of Approval-and now the square bead.

Ask about our interesting dealer plan.



MANUFACTURED BY

THE BUCKEYE ALUMINUM CO. WOOSTER, OHIO

For Thirty Years Manufacturers of Aluminum Cooking

# New England Convention Attracted Crowd of 1200

ISCUSSION of chain store competition was a prominent feature of the forty-third annual convention of the New England Hardware Dealers Association, held at the Hotel Statler, Boston, Mass., March 11 to 13. The attendance, estimated at 1200, was large, with an official registration of well over 600. "Causes and Cures of Today's Competition" was the convention theme.

Officers elected at the closing session were: Frank M. Peterson, Worcester, Mass., president; Arthur W. MacFarland, Wollaston, Mass., first vice-president; W. A. Thompson, Lowell, Mass., second vice-president; Miss Calvina Nichols, Dorchester, Mass., treasurer. G. C. Small was reappointed secretary. The following board of directors was also elected: For three years-John T. Skolfield, Gardiner Me.; Lincoln King, Portland, Me.; John Swanson, Portsmouth, N. H., and G. Ernest Bell, Stoneham, Mass. For one year, Lucius Chandler, Newton Centre, Mass.

A question box period began each session, with Past President Robert Russell, J. Russell & Co., Holyoke, Mass., usually conducting this feature.

"Preferential Prices" was the theme at the opening session Wednesday morning, with President H. S. Chadbourne, Milford, Mass., in the chair. Singing was followed by invocation offered by Rev. L. W. West, of the South Baptist Church, South Boston. Included in the president's message was the suggestion to "Get Out and Mix." His message also advised fighting to preserve business, and touched on the organization of cooperative dealer groups. He closed with a suggestion to follow the Golden Rule.

Twenty-five Year Club certificates and badges were presented, to which 77 members were eligible.

Daniel W. Northup, president, Henry G. Thompson & Sons, New Haven, Conn., spoke on the preferential price situation, and he emphasized the importance of the



F. M. PETERSON New President



G. C. SMALL Secretary



H. S. CHADBOURNE Retiring President

American Institute of Fair Competition as a means for solving the problem of unfair price advantages. A definite, published sales policy on the part of manufacturers was advocated, and dealers were urged to stand by manufacturers who do not discriminate against them.

William Thompson, Thompson Hardware Co., Lowell, Mass., in discussing "A Policy for Hardware Dealers," noted the need for specific knowledge, and referred to the extension of preferential prices with which the hardware dealers cannot compete. In closing, he read the merchandising policies for hardware dealers, as adopted by the N.R.H.A. board of governors.

Joseph Plumb, of Fayette R. Plumb, Inc., Philadelphia, in speaking on "Manufacturers' Discounts, Rebates and Allowances," also noted the preferential prices to chain stores and mail order houses. To meet competition, Mr. Plumb suggested shopping the chain and mail order stores and checking their prices. "Equalize your margin so that the loss leaders and the others will make a profit." The speaker praised the American Institute of Fair Competition.

At the Wednesday afternoon session, during the question box period, it was suggested that the American Institute of Fair Competition prepare a card, listing the members, on which the retailer might have printed that he believes in the sales policies

of the institute. A number favored doing this. "Syndicates and Independent Distributing Costs" was the session theme.

Rivers Peterson, editor, Hardware Retailer, Indianapolis, made "A Comparison of Operating Expenses," using charts in connection with his talk. He admonished members to write their Congressmen and Senators in favor of passing the Patman-Robinson Bill.

Harold Cross, president, C. A. Cross & Co., Inc., Fitchburg, Mass., which company controls the Red & White Food Stores in New England, spoke on "What Another Industry Is Doing," describing the work of the voluntary chain plan and its growth. He said, "We call our method the 'golden rule' plan." The speaker visualized the "structure that real cooperation has built, to help both wholesalers and retailers cut corners in many ways, for mutual self-preservation."

"Merchandising Methods" was the theme of the Thursday morning session, with Vice-president Frank Peterson presiding. H. H. Cleveland, general sales manager, Billings & Spencer Co., Hartford, Conn., spoke on "Sales Promotion by Syndicates," describing their methods in some detail, and showing slides, including store window displays.

Thursday evening was Retail Salesmen's Night, with Ralph Car-(Continued on page 80)

## MOTHER'S DAY

## selections

—each packed in an attractive gift box (illustrated with Group No. 54 below). Special Mother's Day display furnished with each minimum order. Both Silver-Sheen and Satin-Ray finishes are represented in these carefully selected utensil groups.

Group these items with some of the handsome West Bend giftware items (write for giftware catalog if you do not have one) and you will have an outstanding display for the period preceding Mother's Day. West Bend ware with its modern designs and beautiful finish has the appeal you need to take advantage of this seasonal sales opportunity. » Write for details.

★ No. G6-52 (not illustrated)

No. 541½ Percolator (6 cup) No. 703 Whistling Tea Kettle (2 qt.) No. 105 Measuring Spoon



★ No. G6-51

566 Drip Coffee Maker (6 cup) 703 Whistling Tea Kettle (2 qt.) 105 Measuring Spoon

**★ No. G5-60** 

No. 1544 Percolator (8 cup) No. 702 Whistling Tea Kettle (2 qt.) No. 105 Measuring Spoon



#### WEST BEND ALUMINUM CO.

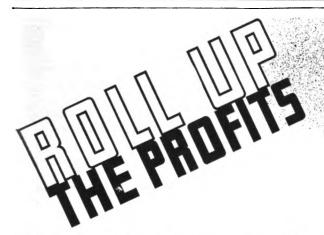
WEST BEND

WISCONSIN









HERE'S one of the fastest selling items in the retail hardware trade . . . ball bearing casters that roll in any direction quietly, smoothly and without effort.

#### MERCHANTS MAKE MONEY WITH "ACME" CASTERS

Every customer is a logical prospect for "ACME" Ball Bearing Casters. All you have to do is demonstrate . . . roll an "ACME" along the counter or in the palm of your hand and the sale is made. Stock "ACMES" and roll up

> THE SCHATZ MANUFACTURING CO. POUGHKEEPSIE, N. Y.





MARCH 26, 1936



The fact that Greenlee Spiral Screw Drivers are different would not be of much importance, if these differences did not make them better—better to use and easier to sell. But they do, as can readily be proved by trial. You will find that the spiral is fully enclosed to exclude dirt and provide for complete lubrication; that all adjustments are made without moving the hands; that a full grip is provided for the guiding hand; and that they present a most attractive and well-balanced appearance.

These features make Greenlee Screw Drivers easy to sell. But, best of all, they stay sold, because of these features and because they give dependable service and have long life. Just order one now and try it out, or let us send additional information.

GREENLEE TOOL CO.
1715 Columbia Ave. Rockford, Illinois

RO

#### Spring Song

(Continued from page 47)

of April, about a month and a half. At the tag end of the season, one year, the Maxwell Hardware Co. advertised a special sale of rose bushes at seventeen cents apiece and sold a thousand in one day.

At first glance a doubting hardware man may say: "We are not running a florist shop or a nursery. We can't clutter up our nice neat hardware store with a lot of rose bushes." But nothing is dearer to the heart of a home owner than greenery, and the first thought of the aggressive hardware merchant concerning the planting and digging season is to sell the homeowner tools and equipment—spading forks, shovels, hoes, rakes, shears, garden hose, accessories, fertilizers, sprays, insecticides and the like.

It is an opportunity to move a lot of merchandise quickly and at the same time increase store traffic. Chain organizations do not hesitate to put in a line of potted plants, slips or any other nursery or florist item that they can pick up and move quickly.

In the final analysis rose bushes are responsible for the sale of many and varied items in the hardware store. They will help to play a sweet spring song on the cash register.

#### New England Convention

(Continued from page 78)

ney, of Coleman Lamp & Stove Co.. Wichita, Kan., giving "A Lesson in Selling." Mr. Carney demonstrated with various articles, including electric irons, emphasizing their various selling points.

At the Friday morning session, with Second Vice-president Arthur MacFarland presiding, "Retail Store Management" was the theme. G. W. Sulley, Natonal Cash Register Co., Dayton, Ohio, discussed "Profit Planning," including accounting, business analysis and business control, stressing an education on improved accounting systems.

Ackley R. Slee, assistant service superintendent, Wm. Filene's Sons Co., Boston, talked on "Retail Selling and Training," giving an out-



NO foolin'... Pep-Up Shower sales have increased 200% every year for the past three. Display it, show it and it sells itself... with a neat profit for you.



Join the parade of profit-makers. A \$1 retailer that sells and sells and sells. Beautifully nickeled on brass. Advertising and sales promotion material bigger and better for 1936 than ever before. That means more sales and profits for you. Ask your jobber or write.

The Schaible Foundry & Brass Works Company
1090 Summer Street
CINCINNATI, OHIO

HARDWARE AGE

 $C_{\alpha}$ 



Here's the fabric that places you in a position to sell a real protective fence at a price that attracts buyers. KEYSTONE NON-CLIMB-ABLE does a good job of safeguarding property and keeping out trespassers, at lowest cost.

Its 2-inch by 4-inch mesh affords no foothold. The "knot" holds line and stays in a vise-like grip. Resists shocks and strains. Easily erected. Made of heavy-gauge No. 11 wire, also in 12½ gauge. Heights: 36", 40", 48", 60", 72", and 84".

Copper-Bearing steel provides inner protection and patented "Galvannealed" zinc coating provides outer protection. That's why KEY-STONE NON-CLIMBABLE wards off rust and corrosion years longer.

A strong, safe, good looking, protective fence that sells at a worth-while profit to: Factories, airports, estates, cemeteries, schools, parks, yards, orchards, and for window guards, partitions, trellises, etc.

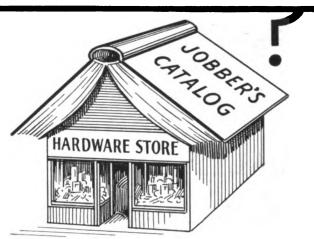
Get our prices on fabric alone, or estimates on complete jobs, including posts, braces, top rails, sentry arms, etc. Send blue print or measurements.

#### **KEYSTONE STEEL & WIRE COMPANY**

Dept. P

PEORIA, ILLINOIS

# open questions to $m N_{o.}~3$



# It's a swell book . . . if it covers your NEEDS!

And what are "your needs"?

Here's one answer . . .

Quality merchandise, that you can sell with confidence at prices that make profitable selling easy. Collins Edged Tools give the answer in every detail.

Since 1826 Collins has made quality tools that give your customers service and make real profits for you. Collins Axes, Hatchets, Bush Hooks, Hoes, Picks and Mattocks—every Collins Tool has the benefit of 110 years of manufacturing experience behind it.

Our consistent policy of selling through recognized wholesalers makes Collins Tools available to you.

If your jobber's catalog does not list the Collins line, write us at once.



Mr. Jobber Isn't This Worth *Your* While?

Western Double Bit

## THE COLLINS CO.



COLLINSVILLE, CONN.

AXES • HATCHETS • BUSH HOOKS

HOES • PICKS • MATTOCKS



# Every DEALER Can Sell KLEINS

Electricians and good mechanics everywhere know that good workmanship depends on good tools. In pliers Kleins are recognized as the standard of quality by which all others are judged. "Since 1857" the

name Klein has been the standard in the electrical field. This reputation for the finest will help sell pliers for you and increase your tool profits. Be sure to stock and push Kleins.

Distributed through jobbers

Attractively mounted on brilliant display cards, wrapped in cellophane, Klein Pliers help sell themselves.

Mathies KLEIN & Some

3200 BELMONT AVE., CHICAGO

line of the methods of his company in training their sales people.

Rivers Peterson made the closing address, expressing optimism on the outlook.

There was a big attendance at the Stag Night of the Hardware Associates, Wednesday evening, at the Hotel Bradford. The ladies' program included a luncheon bridge Wednesday, a bingo party in the evening, and a reunion Thursday. The Hardware Associates entertained Thursday evening with a buffet supper and bridge. An informal dinner dance Friday evening closed the program.

#### Convention Calendar

Louisiana Retail Hardware and Implement Association, Annual Convention at New Orleans, La., June 15, 16 and 17, 1936. A. H. Aucoin, executive secretary, 336 South Rampart St., New Orleans.

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. Mc-Allister, 1020 Grant Bldg., Atlanta, Ga. Southeastern Retail Hardware and

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J., May 11 to 13 inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibits: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.



THE BASSICK COMPANY
Bridgeport Connecticut

Canadian Tactory: STEWART-WARNER ALEMITE CORP. OF CANADA, LTD. BELLEVILLE, ONTARIO

HARDWARE AGE



today as always. Careful craftsmanship, long engineering experience, modern IN RUST-PROOF HARDWARE equipment—these factors guarantee the continuous, unfailing service of our products. Every T R & S Rivet is guaranteed perfect, is accurately drilled-drives easily, clinches smoothly and is not brittle. Remember when you sell TR & S Rivets you're selling the best! **TUBULAR RIVET & STUD COMPANY** 

BOSTON, MASS.

The largest factory in the world devoted to the manufacture of Tubular and Clinch Rivets.





# MCKINNEY SETS THE PACE

Beautiful tarnish-proof hardware of lasting non-rusting metal plated with shining chrome . . . there is McKinney's contribution to modern hardware. Smartly designed . . . handsomely fashioned, it is a natural for the kitchen, breakfast nook, bathroom or laundry . . . any place in the home where cabinet work is installed.

Now is the time to "push" Modern Chrome Hardware and the handsome display rack illustrated above will help you do a real selling job. Get the details from your jobber salesmen's catalog page or write us.

#### McKINNEY MANUFACTURING CO.

**General Offices and Factories** PITTSBURGH, PA.

**NEW YORK** 

CHICAGO

SAN FRANCISCO

# **CHROME** HARDWARE by McKINNEY



Canal boat passing through the aqueduct across Lackawaxen
River

in 1931 was enlarged to three times its original size in 1934.

Travis-Murray Co., Inc., the second associate store is at Owego, Tioga County, N. Y. It is an individual corporation, organized in 1933. Associated in this venture with the Murray Co. is Howard S. Travis, formerly of the Patton-Travis - Stanton Co., Inc., of Owego. The many lines of merchandise stocked at Honesdale may also be found in this store and, in addition, it has a large

# The Murrays of Honesdale

(Continued from page 41)

"Everything for the Farm," a motto still used by the firm.

Quantity buying soon necessitated more floor space and a large building was planned and erected where the Murray Co. store now stands. In 1914, the adjoining Wefferling Building was purchased and these two buildings today form the main store.

P. R. Murray's sons brought into the business a new zeal and enthusiasm but until his death in 1916, back of every advancement was the careful, guiding hand and brain of the senior member.

Although essentially a wholesale and retail business, new fields of expansion were sought and the manufacture of Maple City Silos was begun in 1921. Lumber for these silos is shipped to Honesdale and stored in large sheds to season. The manufacture of every silo is treated as a special or separate operation and all mechanical work is carefully done by experienced men. When all parts are assembled and properly marked, the silo is delivered or shipped, by trucks, with a capacity of from one to four silos, to the customer. They can then be erected in a few hours without cutting or fitting.

To further extend the scope of business, the first associate store, Gay-Murray, Inc., was acquired in 1927 at Tunckhannock as a separate corporation composed of



"All Set" ready for the Big Spring Opening at Murray's. At this counter lunches are served to hundreds.

M. C. Gay, Sr., M. C. Jr., Charles and George Gay of that city and the Murray Co. Up to that time the Gays had confined their activities to selling paint and farm supplies. With the advent of the Murrays, a larger building was leased; sample bathrooms, modern shelving and equipment were installed, and a complete line of hardware, harness, plumbing fixtures, furnaces and other merchandise carried at Honesdale was at once shipped to the new business. It also included a plumbing shop and the entire building and organization was patterned after the Honesdale store.

The Murray Co. does the purchasing for both stores and all records which can be handled there are taken care of at the Honesdale office. M. C. Gay, Sr., is president and has charge of outside sales, while M. C. Jr., is secretary and superintendent of all departments. Eight years ago the personnel of the Gay-Murray Co. consisted of six men and an office girl. Today 17 persons are employed. The new warehouse built

furniture department. The plumbing shop is located in the store basement, permitting the other floors to be used for display and sales purposes. Farm machinery is demonstrated in the first floor of the warehouse while the basement and two other floors take care of surplus stock. Here, too, the sales force has been increased in two years' time until today it is composed of 14 persons.

The two associate stores, like their parent store, the Murray Co., have a similar plan of advertising. Each publishes its "Farm News" in the daily papers; "specials" for Home Heating Week and the holidays. Many thousands of catalogs are also sent out each year.

As in business operations, Murray advertising is not confined to any one medium. The radio has been utilized on occasion as have special papers and display ads, and demonstrations. The annual spring opening is considered an event and has attracted as many as 6000 people to the store in three days.

The Murray Co. today repre-



# The OPPORTUNITY of the YEAR

## with 5 Special Deals

that will assure you the Greatest Paint Profits in years

The 1936 merchandising program back of ALABASTINE'S great new line of oil paints, enamels and varnish, is definitely and specifically designed to do a LOCALIZED business-building job for the individual agent.

It includes 5 special deals that are fresh and powerful in their sales-producing appeal, and that are at the same time thoroughly sound and exhaustively tested.

If you want your paint department to make more money, with less effort, and with lower inventory; if you want to establish your store as paint headquarters in your community; if you want a strong promotional program tailor-made to fit your needs and ready to start work for you IMMEDIATELY—a program that will enable you to cash in handsomely on the most promising paint season in years—then fill in and mail the coupon below.

## ALABASTINE COMPANY GRAND RAPIDS . MICHIGAN



USE THIS COUPON FOR INFORMATION REGARDING "The Opportunity of the Year"

ALABASTINE COMPANY 842 CHICAGO DRIVE GRAND RAPIDS, MICH.

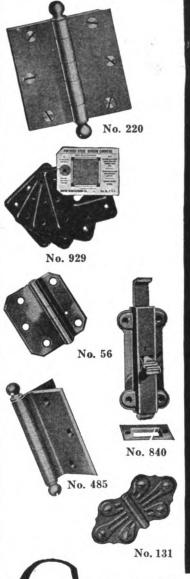
Please send me non-obligating information regarding your "OPPORTUNITY of the YEAR."

Name.....

City.....

.....State...

GRIFFIN
HINGES
AND WROUGHT STEEL
HARDWARE



Strap and Tee Hinges Pressed Steel Shelf Brackets Ornamental Hinges Safety Hasps Hinge Hasps Door Handles Garage Hardware Corner Irons Corner Braces Barrel Bolts Cellar Window Sets Back Flaps Chest Hinges Screen Door

Hardware

Door Butts

GRIFFIN Manufacturing Company

ERIE, PENNSYLVANIA

MANUFACTURERS

OFACTURERS

NEW YORK: 45 Warren St. CHICAGO: 162 N. Clinton St.

BOSTON: 113 Purchase St. SAN FRANCISCO: 703 Market St.





Spring time is "fix up" time. Plumbers and pipe fitters need new tools to handle seasonal repairs, alterations and new building.

Now is the time to push pipe tools. Push especially these reliable "Greenfield" Adjustable Stock and Die sets. There are assortments with cutting sizes ranging from ½" pipe to 2" pipe. You can supply these sets with either plain or adjustable guide stocks. A particularly good seller is the ratchet stock illustrated below.

All dies in "Greenfield" Adjustable Sets are of highest quality—easy cutting—fully guaranteed.

Push them, display them, sell them.

## GREENFIELD TAP & DIE CORP. Greenfield, Massachusetts

New York: 15 Warren St. Chicago: 611 W. Washington Blvd. Detroit: 228 Congress St. W.



# GREENFIELD

sents a combined merchandise value at the three stores and warehouses of \$218,930.50, and the staff numbers 65 persons. The Honesdale warehouse alone contains 40,000 square feet of floor space, supplemented by 20,000 square feet of open storage for lumber, etc. Six hundred feet of Erie Railroad siding facilitate the unloading of many carloads of lime, fertilizer, lumber, boilers, radiators, roofing, etc., which arrive daily.

Associated in the Murray organization today are: Robert J. Murray, Philip R. Murray, Quintin J. Murray, Edward L. Murray, Maude Murray Demer, Jacob A. Demer, Vera Murray Keen, and Eben P. Keen. Each member of the family is personally and actively interested in the organization and no one is too old or too young to be included in the family conference, Individually and combined, the Murrays are clearvisioned, public-spirited and enthusiastic workers for civil order and public happiness.

#### Freed-Eisemann Radio



1936 Superheterodyne Model FE-56—5 tubes; large airplane dial; variable tone control and slow motion tuning drive; new type dynamic speaker; and "stepped-up" chassis to facilitate removal of tubes. Available in either solid Walnut, Mahogany or Maple cabinets. Freed Mfg. Co., Inc., 44 W. 18 St., New York City.

#### New Packaging



Aloxite Brand Cloth now comes in economy rolls (illustrated) as well as in reams, sheets and rolls. Cloth cut in 1, 1½ and 3 in. widths, wound on wood spools. Rolls are 50 yds. long and in different grits. Handipac box (not shown) for flint paper is of sturdy cardboard. Insures clean, unwrinkled sheets. The Carborundum Co., Niagara Falls, N. Y.



THE PERFECT STRAIGHT-LINE NETTING

You can reduce inventory, speed up turnover, increase profits, by concentrating on these trade-marked poultry nettings from one dependable source.

U. S. STRAITLOK
Netting—the original
straight-line fabric—
is first choice everywhere for building poultry runs. It stretches
perfectly to wood or
steel posts; requires no
top-rail, no baseboard;
saves time, labor and
expense.

Made of Copperbearing Steel Wire in one and two-inch mesh, Galvanized Before or Atter Weaving. Heights 12 to 72 inches.



U. S. HEXLOK Poultry Netting creates entirely new standards for hexagon-mesh fabric.
More uniform, more rigid, neater in appearance, superior in service, this improved netting is easier to handle and sell.

It is available in all popular standard widths and weights, Galvanized Before or After Weaving; heights 12 to 72 inches. The one-inch mesh is made in three weights: No. 18, 19 and 20 gauge; the two-inch mesh in No. 16, 19 and 20 gauge; the one and one-half inch mesh, in No. 16 gauge. All wires are Copper-bearing Steel.

Ask your Jobber or write us for further information!



INDIANA
STEEL & WIRE CO.
MUNCIE, INDIANA

#### Money-making discovery No. 2



1. IS ALL UPSET AT FINDING AISLE CARPET LITTERED WITH ASHES, LINT AND PAPER SCRAPS.



2. UNDAUNTED IN EMERGENCY, HE SEIZES BISSELL FROM FLOOR DISPLAY AND QUICKLY WHISKS UP MUSS AND LITTER.



3. EYE-WITNESS RUSHES UP AND DEMANDS TO BE TOLD SECRET OF BISSELL EFFICIENCY.



4. AFTER TRYING BISSELL HERSELF SHE DECLARES IT'S THE VERY THING SHE NEEDS AND ORDERS ONE ON THE SPOT!



5. DECIDES MORAL OF INCIDENT IS: KEEP BISSELLS OUT WHERE WOMEN CAN HANDLE THEM ... AND THEY'LL SELL THEM SELVES!

6. Smart dealers everywhere know that Bissell displays and the use of a few simple sales-helps will increase Bissell turnover. The Bissell finds universal housewife acceptance due to consistent national advertising. Unusual customer satisfaction springs from its proved worth. There's unusual dealer satisfaction, too...due to assured mark-up with no offsetting mark-down. Write for complete Bissell story. It will pay you...as it has others!

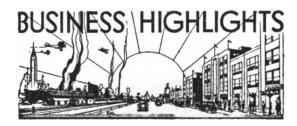
#### BISSELL CARPET SWEEPER CO.

Grand Rapids, Mich.

New York Office and Export Dept., 46 West Broadway, New York.



# HOW'S the HARDWARE Business?



#### ADVANCES BECOMING EFFECTIVE

Machine & Carriage Bolts, Etc.
Galv. Smooth Wire Bright Wire
Furnace Pipe & Fittings
Bell-ringing Transformers
Outlet & Switch Boxes
Mayhew Chisels, Etc. 22 Rifles
Double Barrel Shotguns
Annealed Fence Wire
Electric Water Systems

March 26th

1936

#### **DECLINES BECOMING EFFECTIVE**

Some Items of Community Plate
Billets, Slabs & Sheet Bars
Galv. Barb Wire & Fence Staples
Feather Dusters Steel Pipe
Lead Headed Roofing Nails
Rigid Iron Conduit Wire Nails
Woven Wire Fence Turpentine
Certain Irwin Screw Drivers
Automatic & Repeating Shotguns

rent delivery. Carload prices, f.o.b. Chicago, include annealed fence wire at \$2.70 and galvanized wire at \$3.00 per 100 lbs., both figures representing advances of 20 cents. Galvanized barb wire is \$2.65 or 20 cents lower, polished staples \$2.85 or 30 cents lower, and galvanized staples \$3.10—with the same decline. Woven wire fence is reduced \$3.00 per net ton. Bright wire for manufacturing use is set at \$2.45 Chicago and \$2.40 Pittsburgh, two dollars per ton advance. Wire nails are quoted in carloads at \$2.15 per keg, less than carloads at \$2.35 per keg, f.o.b. Chicago-down 30 cents compared with preceding (nominal) prices. The deduction for jobbers' carload orders is lessened to ten cents per 100 pounds. As reported at intervals for some weeks previous, old "official" prices of wire products had not been generally maintained. All makers have now announced the new uniform prices to their customers and it is likely that all will adhere to the new schedules.

Bolt prices were advanced March 5 by several leading makers, and others will probably follow. The general increase is ten per cent, and

Sheet steel prices, including galvanized flat and corrugated sheets, were reaffirmed on March 11 by the American Sheet and Tin Plate Company, covering current and second quarter orders. This action, when concurred in by other mills, means the withdrawal of some substantial concessions which had arisen during the competitive weeks just preceding. Prices on billets, slabs and sheet bars have been reduced \$2.00 per ton—thus taking off the advance announced early in November. The advance then made did not prevail except on small lots, tonnage at old prices being extended from time to time.

Further details are at hand as to changes in wire and nail prices for the second quarter and for cur-

Of Januar	y Wholes	Age BlacKboard ale Hardware Saled As Reported To Federal	word Stocks.
Bonk Supplying Information	District Served By Bank	0% Sales Increase or Bresser Jan 36 Compared to Jan '35	of Berner by Justice
Boiton	First	Bank Bose Not Compile Bate	Bouk Bose Not Compile Bate
New York	Second	- 6.9	-13.0
Philadelphia	Third	+ 6.0	+ 80
Cleveland	Fourth	+13.0	Bank Bore Not Compile Boto
Richmond	Filth	- 49	+ 4.1
atlanta	Sixth	+129	+ 93
Chicago	Seventh	+17.2	+16.8
St. Louis	Eighth	+41	- 32
Minneapolis	ninth	+130	+10.0
Kansas City	Jenth	+12.2	+14.6
Dallas	Eleventh	+199	+ 8.8
San Francisco	Jwelfth	+30.3	Bank Doce Net Congile Do

No. 4171 "UNION" Solid Steel Casting Rod No. 55-215

"UNION" Split Bamboo Fly Rod

No. 4526

"UNION" Steel Telescopic Bait Rod

# Good Fishing Rods and Reels, Reasonably Priced

"UNION" Fishing Rods and Reels are sold by the leading Jobbers and Retailers because they are thoroughly dependable, well liked by fishermen and reasonably priced.

The New "UNION" Line comprises 44 types of Split Bamboo Rods, including patterns for both fresh and salt water fishing and 24 types of Steel Rods. Also "UNION" Reels in 14 popular models. Note brief description of a few outstanding sellers.



#### No. 7169 "UNION" Fly Reel

#### "UNION" Fishing Rods

No. 4171—one joint solid chrome molybdenum steel casting rod with square tapered tip. 1 in a partitioned khaki bag. Lengths 3 to 5 ft.

No. 55-215—three piece tempered split bamboo rod with extra tip. Beautifully wound, mounted and finished. In a par-titioned khaki bag and screw capped aluminum rod case. Lengths 8½, 9 and

No. 4526—new four joint steel telescopic bait or fly rod with reversible handle. In a partitioned cloth bag. Lengths 8½, 9 and 9½ ft.

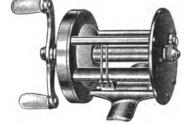
No. 55-905—sturdy split bamboo weak-fish rod with detachable shaped cork grip. Distinctive appearance. In a par-titioned khaki bag. Lengths 5 ft. 2 in. or 5 ft. 6 in. overall.

#### "UNION" Fishing Reels

No. 7169—light weight fly reel. Made of Duralumin—extra sturdy. Has hardened steel ring line guide; permanent click with three adjustable wearing points. Removable spool. Black finish. Cap. 75 yds., also in 50 yds. cap. 1 in box.

No. 7266 — quadruple multiplying reel with large round end plates, bright nickel finish, adjustable jewel bearings, double balanced crank with white handles and adjustable click. Cap. 60-80 yds. 1 in low

No. 7550 — quadruple multiplying reel with large round bakelite end plates, adjustable jewel bearings, balanced fancy crank with double handles, and adjustable click. Exposed parts nickel plated. Cap. 60-80 yds. 1 in box.



No. 7266 "UNION" Level Winding Reel

Ask your Jobber. Send for Cat. No. 17.

No. 55—905 "UNION" Split Bamboo Weakfish Rod



No. 7550 "UNION" Level Winding Reel



all former concessions have been withdrawn.

Steel pipe prices, following a February drop of about ten per cent to retailers and five per cent to jobbers have been refigured, with a new discount card dated March 6, which includes the "extras" previously conceded. Old and new card carload discounts, f.o.b. Pittsburgh, compare

as follows on standard back pipe:

 Size	Туре	April 27, 1984, Per Cent	1986,
1/8 in	B. W.	511/2	57
¼ and % in	B. W.	581/2	60
1/2 in	в. <b>w</b> .	581/4	641/2
1/8 in	B. W.	62	671/2
1 to 3 in. (base)	B. W.	64	691/2
2 in	L. W.	60	62
21/4 and 3 in	L. W.	68	65
3½ to 6 in	L. W.	65	67
7 and 8 in	L. W.	64	66
8 and 10 in	L. W.	681/2	651/2
11 and 12 in	L. W.	621/2	641/2

The low price mark, in April, 1933, was only slightly lower than the present reduced schedules.

Quotations on lead headed roofing nails were reduced early this month, about 25 cents per keg, offsetting an advance of the same amount which went into effect October 1, 1935. Screw shank (lead headed) nails are now selling at \$1.50 advance (wholesale) over the plain shank nails—a drop from the \$2.00 extra heretofore charged.

The new 1936 discount schedule on furnace pipe and fittings, issued last month, applies to the revised list prices of January 1, 1936, and represents a substantial advance above the competitive levels reached during last season. New discount to dealers on all tin and galvanized pipe, elbows and fittings, is 75 per cent, except on 24 and 26 gauge 7 to 9-inch galvanized smoke-pipe and elbows. These sizes and gauges only, in full packages, are priced at 75-10 per cent discount.

Gardiner Metal Company on March 10 reaffirmed quotations of last August on their Gardiner flux-filled wire solder. Prices to the trade on both acid core and rosin core, are, in pound spools, 56 cents per pound, in five-pound spools 52 cents, and in 20-pound spools 49 cents. Household size cans are confirmed at \$1.20 per carton of ten.

Makers of asphalt prepared roofing and shingles have again issued one of their frequent price changes. Quotation sheets issued February 15 included two separate sets of prices, the lower prices cover-

\* \*

ing northern and eastern mill points, with schedules about five per cent higher, to cover southern and western mill points. The latest move, about March 14, raises the lower schedule to match the higher, leveling prices to all leading roofing manufacturing centers.

Mayhew Steel Products, Inc., recently mailed new quotation sheets, effective March 25, including advances on their mechanics' hand tools — chisels, punches, reamers, screw-drivers, etc. Mark-ups average about ten per cent. Other makers of small tools are pointing to their advancing costs of fuel, packing materials, taxes and labor, as likely to force higher quotations soon on several lines.

Among recent price changes in electrical lines are noted a sharp drop (about 25 per cent) in rigid iron conduit—an advance of 12½ per cent on bell-ringing transformers, which had been priced very low—and a restoration (upward) on outlets and switchboxes, to the prices effective last October. The current recovery, if maintained, reaches ten to 25 per cent, or more, above the recent low marks on various styles.

Sales of electric refrigerators, in 1936 to date, are still running well ahead of early 1935. February totals have not yet been reported, but the year opened with a very sharp increase in orders. Domestic sales reached in January 108,985 units with a value to the manufacturers of \$8,523,114, according to reports to the National Electrical Manufacturers' Association. In Jan-

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Per Cent of Increase or Decrease in 1936 Wholesale Hardware SALES as Compared With Corresponding Months of 1935. (National Averages.)

uary, 1935, domestic sales were 82,-103 units, with a value of \$7,175,059.

Quotations on feather dusters have been reduced five to ten per cent, due, the makers say, not to lower material costs, but to improved factory methods. For several years the demand for feather dusters has been declining, and the current price change may represent a bid for renewed interest on the part of buyers. A contrary change has been made on wool wall dusters, which have advanced about twenty per cent. Government and export demand for woolens has bid up the material costs sharply.

Manufacturers of electric water systems, both shallow and deep well, have advanced their prices approximately \$3.00 to \$5.00 per system. This is the second advance—following a mark-up on shallow well systems on November 1.

Oneida Community, Limited, reduced their prices, March 15, on most items of Community Plate 13 to 22 per cent—only a few specialty items remaining unchanged. The company has based this radical decline, they say, not on the drop in quotations on silver so much as on a long survey of production costs and popular consumer price levels. They have sought a price basis which would at once tempt liberal consumer buying of quality plated ware, and insure factory economies by largely increased output.

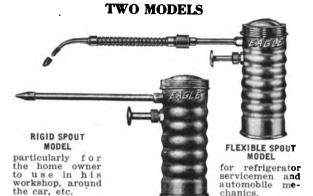
The Irwin Auger Bit Co., Wilmington, Ohio, on March 10 announced a price reduction on its

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Per Cent of Increase or Decrease in 1936 Wholesale Hardware STOCKS as Compared With Corresponding Months of 1935. (National Averages.)

# **NEW Profits with NEW Oiler**

EAGLE "Handy Oiler"



Exactly what the name implies, Eagle Handy Oilers have been a popular item for dealers since their introduction. The strong positive pump discharges oil 1/8 inch or 25 feet with revolver accuracy. All-brass re-enforced body; precision mechanism. Your jobber can supply them at new low prices. Act today.

EAGLE MANUFACTURING CO. WELLSBURG









A Size For Every Need — 2 Quarts SOLD ONLY THROUGH to 10 Galloss — Hand or Electric JOBBERS AND DEALERS Power

THERE is a world of meaning in the fact that nearly 90% of all churns sold in retail stores are DAZEY Churns. It means for one thing, a superiority so outstanding that among 3 million users you will find the same number of Dazey boosters because of Dazey's fine performance. If you sell churns at all, therefore, it is plain that the one to feature is the one already a 9 to 1 favorite among churn buyers. Above all, get behind DAZEY Electric Churns if rural power lines are available in your trade area.

DAZEY CHURN & MFG. CO. 581 Warns Ave.

# "HOSPRAY" Adjustable Sprinkler

Every lawn hose user is a prospective customer for "HOSPRAY." Its distinctive features make sales soon as shown. No other sprinkler like it. User simply attaches regular hose and spray nozzle and

Directs Any Spray At Any Angle

desired. Permits wide variation of sprays not obtained with other sprinklers. Sloping terraces are sprayed easily. Water can be concentrated on any bush or shrub. Ideal for either lawn or garden use. "HOSPRAY" can be quickly and



Easily Moved From Place To Place— Without Shutting Off Water

Nozzle is always in place—no danger of being misplaced or lost when needed for other purposes, "HOSPRAY" is built to last. Be first to supply this new, practical sprinkler in your town. The profit is as good as the sprinkler.

If Your Jobber Cannot Supply You-Write to Us

#### WRIGHT PRODUCTS MFG. CO

2101 Kennedy Street, N.E.

Minneapolis Minnesota

SRF, SRC and SRP lines of screwdrivers, with the new dealer discount being 33 1/3 per cent. At the same time, the company advanced retail prices on its FX24 auger bits in assortment, sets, and open stock, with the new dealer discount on the latter line also being 33 1/3 per cent.

Makers of pump leathers report that, due to shortage of good leather, valve and cup leather prices are very firm, with an advance likely for the coming quarter.

Many manufacturers of sporting firearms have held back this year's prices to a later date than ever before, but prices on all lines now have been released. While double-barrel guns and .22 calibre rifles generally have been advanced, a number of sharp reductions have been made. The most notable, perhaps, are the price changes on automatic and repeating shotguns. Winchester's model 12 repeater, which retailed at \$46.95, now retails at \$39.50; dealers will pay \$29.60. Remington's pump gun also will cost retailers \$29.60. The Remington autoloading shotgun will retail at \$42.50, instead of \$53.40; the dealer's cost has declined from \$40.00 to \$31.90. The Savage automatic shotgun will retail at \$37.50 and will cost dealers \$28.15. Stevens' pump gun retails at \$29.75, with a dealer cost of \$22.50.

Prices have been steady recently on white cotton sash cords and clothes lines, with only occasional small concessions on very attractive tonnage. Small declines in price are reported by a few makers of aluminous oxide cabinet and finishing paper and cloth, but the published quotations of the leading manufacturers are unchanged. A decline of four cents per gallon was announced March 13 on gum turpentine.

The hardware industry is putting up a hard fight-and one which promises success - to recover the losses in sales it suffered during the "big freeze." Some kinds of business which the hardware retailer missed during those weeks can neverbe made up, but this loss has been offset largely by the extra volume of emergency supplies during the period and since. Many important sales were due directly to the ravages of the storms, and to their aftermath of floods-still a serious problem in many states. But the present trade reaction from the tie-up is seen







Everedy's "SPEEDY CLEAN" Chrome Plated Chicken Fryer. The All-Purpose Fry Pan. Self basting cover. Diameter 10".



Everedy "SPEEDY CLEAN" Skillets are perfect fryers. Heavy steel, Chromium plated for protection in cooking. Four sizes, NEVER NEED SCOURING.

SOLD BY JOBBERS EVERYWHERE WRITE US DIRECT FOR SAMPLE

THE EVEREDY COMPANY FREDERICK, MD.



# WARNING...

It's Time for Dealers

to Check Their Stocks

## of "BLACK LEAF 40"

THE most active selling-season on "Black Leaf 40" is rapidly approaching. Almost every family is a prospect for "Black Leaf 40" during the Spring and Summer season.

"Black Leaf 40" kills aphis, leaf hopper, thrips, red bugs, etc., in the garden. It aids in the control of damaging insects on fruit—is economical and effective for poultry delousing, killing lice on livestock, etc. A little sprayed on shrubs and evergreens keeps dogs away—they dislike its odor.

SELLS THE YEAR 'ROUND—because it has so many uses "Black Leaf 40" never becomes dead stock. A newspaper campaign breaking soon in nearly 4,000 communities will bring customers to your store. Ask your jobber or write for our attractive new display material.

TOBACCO BY-PRODUCTS & CHEMICAL CORP., Incorporated Louisville Kontucky



# A Priming Coat That Prevents Rot, Decay and Termites

Here is a priming coat, costing no more than paint, and yet gives (by 20 years actual experience in Europe) complete protection against rot, decay, fungus growth, and insects, including termites.

#### CUPRINOL

REG. U. S. PAT. OFF

It is applied like paint, with brush, spray gun, or by dipping, and is a wood preservative of proven value easily and effectively used by the home owner, painter, or carpenter. It is harmless to plants and animals.



Made in two grades, "Cuprinol for Wood" and "Cuprinol for Canvas." In pint cans at 75 cts. 12 in display cartons, \$9.00 less 33 1/3%; quart cans at \$1.15, 6 to a carton, \$6.90 less 33 1/3%. Information and prices on larger

units on request.

Through Your Wholesaler

CUPRINOL

CUPRINOL, Inc.
1190 Adams St. Boston, Mass.





# "Here's the Date-line, Madam, it shows you they'ce Fresh!"



DO THIS every time you sell an "Eveready" Battery. It takes only a second but shows the customer that she can rely on the products in your store.

#### A Profitable Line to Handle—

#### **Because-**

- 1. "Come-backs" are practically unheard of.
- The line is complete-you can fill every requirement.
- 3. The line is well known and in demand.
- 4. Modernly packaged in neat, sturdy boxes.

Write for catalog.

## LARK BROSBOLT (D

Bemiss St., MILLDALE, CONN.



in redoubled sales effort, increased advertising, and a general quickening of service, and these are showing results. The first two weeks of March have run probably not less than 12 to 15 per cent ahead of the same 1935 period, in the retail stores.

Expecting betterment, it is remarkable that to so large an extent the sudden pick-up has exceeded the provisions made for it by jobbers and dealers. More than for several months, shortages and delayed shipments are causing complaint. Evidently buying toward spring needs had been over-conservative in many lines, and it is now none too easy to obtain rush shipments from most manufacturers. They, too, seem to have figured rather too moderately in building up stocks of materials and finished goods. Undoubtedly the flurry of weakness in some steel prices-of several weeks' duration until the recent settling of the market-created the waiting attitude which now finds its result in a certain amount of unpreparedness. Roller skates are cited as an example of shortage. The better weather has caught many dealers without stock, and the demand has been exceedingly heavy as it has come on with a rush. Many manufacturers are considerably behind in deliveries. An unusually good sales record, however, is in sight for the season as a whole.

The better selling in all sports supplies is most gratifying, and is due not alone to a generally improved buying power. Sports equipment has made such rapid gains in the durable quality and attractive appearance offered at moderate prices, that it has gained acceptance and popularity for exactly the same reasons that have prospered the automobile industry. Baseball interest is stimulated at present by the news from the major league teams at their training camps. With the approach of National Baseball Week, April 4 to 11. dealers are finding it very important to have window displays and stock on hand to take care of a busy demand.

The average general increase in sales of all sporting goods this spring is estimated at 10 to 20 per cent over last year, golf clubs and balls showing an unusual rate of gain. Some of this ordering is undoubtedly due to hedging against expected price advances. Already



#### DRIP COFFEE MAKER LOW PRICE • EXCELLENT MARGIN

Women flock in to your store to see—examine— buy this great value. Available also in 2,4, and \$ cms sizes

Jobbers' Salesman has catalog sheet showing

PORCELIER MFG. CO. GREENSBURG

complete line

#### AT YOUR SERVICE !

THE "Who Makes It" Editor will be glad to help you in your search for the name of the manu-facturer of that product you are interested in.

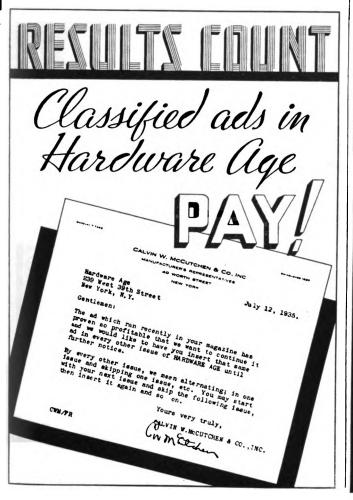
If you do not find it or its trade name listed in the current Directory Number, in all probability it has been incorporated in the revised listings that are being pre-pared for the next issue of the Directory Number. Many such changes are being made daily and the listings brought up to

If your current Directory does not give you the information you seek. write the "Who Makes It" Editor. He's at your service!

HARDWARE AGE 239 West 39th Street

HARDWARE AGE





#### No Wonder They're Selling . . .



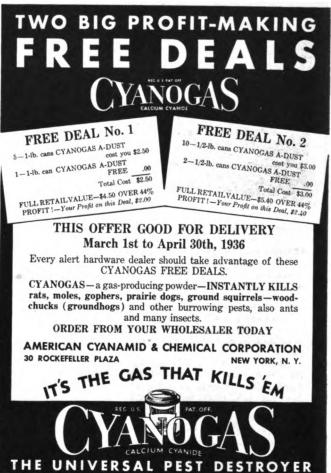
#### Your Customers Know What They Want

And in Trump Hand Garden Tools they find ... to please the eye—the smart chrome green color; to assure durability—the new NO-MAR finish; and the strength of 18-gauge steel, heat treated.

Order Trump Hand Garden Tools today. Either individually or in three-piece set illustrated above. Your jobber can supply you.

ANIMAL TRAP COMPANY OF AMERICA
LITITZ, PA.

NIAGARA FALLS, ONT.







#### This Display Sells Tape

THE New Slipknot All-Metal Automatic Salesman, with Stock Bin, holds 48 rolls assorted of fast selling Friction Tape, to retail at 5, 10, 20 and 35 cts. per roll. This tape is extra adhesive—can't dry out—has greater tensile strength—edges can't ravel. Will double and treble your tape sales.

Also SLIPKNOT Double Wear RUBBER SOLES on Colored Cards with Cement. Finest quality rubber. All sizes. Sold through Jobbers. Write for details to—

PLYMOUTH RUBBER COMPANY, Inc.

100-200 Revere St. CANTON, MASS.

leather golf bag prices have risen sharply over those effective a year ago, in some cases as much as 25 per cent. Sales of tennis equipment are very active, while in the larger cities bathing suits and accessories are offered and sold far in advance of the normal season, being included in the outfitting of winter travelers.

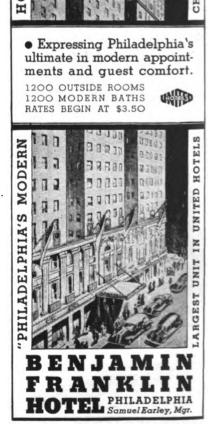
Mention is made, in the latest Dun and Bradstreet survey, that the March 13 week was the best, so far, of 1936 in wholesale activity. Mail orders from country districts were nearly double those received the week before, and road salesmen contributed the largest volume of business since last fall. In plumbing supplies, building materials, and hardware, wholesalers reported gains of 15 to 30 per cent over 1935, with substantial bookings for future delivery. Housefurnishings in all branches, from kitchen gadgets to furniture, electric refrigerators and stoves, comprise at present the big sales volume producer in the city stores, while farm and garden tools, dairy equipment, netting and poultry supplies are the backbone of country ordering.

Department store sales for February were 13 per cent ahead of a year ago, in dollar value, helped somewhat by the extra day. February sales of 27 chain store companies, including two mail order concerns, totaled 170 million dollars, as against 1581/2 million in February, 1935, an increase of 7.34 per cent. The American public spent \$690,319,000 — the highest volume since 1931—for general merchandise in the first two months this year despite the most severe winter in years, according to the International Statistical Bureau. In the corresponding period last year such sales reached about 634 million dollars.

The latest week's survey of the country's manufacturing activities-by Dun's-finds the best records now reported are on farm equipment, steel, machinery, electric refrigerators, paints, and some grades of furniture. While the renewed upturn in automobile production was continued, the number of units assembled still failed to reach the 1935 comparative total. Manufacturers of automobile bodies and parts are substantially busier. Machine tool makers report new orders have been plentiful, and deliveries running behind. With output of electrical appliances running 15 to



Write or WIRE for details and prices TODAY
ALLITH-PROUTY MFG. CO., Denville, M.



# STEARNS 1936 POWER LAWN MOWER

This is one of the most startling offers ever presented to the trade

A dependable item of merchandise. Built with proven STEARNS features, it is as outstanding in quality and performance as it is in price.



### Retail

Pneumatic Tires \$7.50 extra

Four other models, 18" to 27" cut.

Prices from \$94.50 to \$235.00

Don't pess up this money-meker. It will pay you to investigate our dealer proposition now. Ask your Jobber or write us direct.

E. C. STEARNS & CO. SYRACUSE, N. Y.



Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good ones?



Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of HARDWARE AGE. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.

# VIGORO Prepares Way for Sales

Thousands of dealers getting busy

- Alert retailers in all lines have made this an almost universal profit formula: Push the lines your customers have become familiar with through advertising. Do it by reminding them of that advertising when they enter your store.
- Best bet for this type of merchandising in garden supplies is VIGORO. Vigoro, by far the largest-selling, most widely-known plant food, this year is backed by the broadest advertising campaign in Vigoro history!
- Newspapers everywhere are carrying ten, fifteen, twenty powerful Vigoro sales-messages this Spring. This Week, popular magazine supplement to 21 bigcity Sunday newspapers, broadcasts the Vigoro story 12 consecutive weeks to its 4,000,000 readers. And garden magazines are

al publications

with 5,000,000

monthly circu-

lation directs

buyers to you.

SEND FOR

Free ROOKLET

carrying big-space ads to best Vigoro prospects.

Your store displays ought to be up now!

- Your customers are getting the impact of this great campaign right now! They're ready to be sold Vigoro! And the surest way to get their business is to tie your store in with Vigoro's localized advertising.
- Swift offers you free, everything you need to set your store up as headquarters for Vigoro and all other garden supplies in your neighborhood. Attractive, dynamic electros for your own advertising. Effective store display material. Shrewd selling plans.
- Many garden supply dealers are already using this material, reaping profits with it. Get yours now! Ask your Swift salesman—or write to the address below.

Swift & Company 4210 Packers Avenue, Chicago



Does away with slow hand work. 110 volt A.C. or D.C. 13,000 r.p.m. For use at home, in shop or take to job. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves. Retail price \$10.75 and up. 3 Accessories FREE



25,000 r.p.m. For constant service, nothing else like this easy-to-haudle tool for saving time and labor. The fastest, smoothest, most powerful tool for its type and weight, 12 oz. Length, 6"; diam. 1%". Retail price \$18.50. 6 Accessories FREE

Write for discounts and our special offer to place in your hands a Demonstrator Outfit.

CHICAGO WHEEL & MFG. CO.

1102 W. Monroe Street CHICAGO, ILL.



30 per cent ahead of last year's, activity of manufacturers has been speeded up. In keeping with the steady rise in orders for building materials, production of window glass is being increased from week to week. Plate glass output also continued larger than a year ago, and plumbing equipment plants operated at a rate 15 to 20 per cent above last year's. Building operations fell off in February, about 6½ per cent below January, but were estimated at 86 per cent ahead of February, 1935.

\* \* \*

Steel mill operations last week were estimated at the highest rate since September, 1930, by the American Iron and Steel Institute. Operations were at 60 per cent of capacity, a gain of 7.5 per cent over the rate a week previous. A month ago the operating rate was 51.7 per cent. In the corresponding 1935 week operations were at 46.8 per cent of capacity. Prices on major steel lines have been formally announced, and buying for current and second quarter needs is proceeding on a confident basis.

Sales of Fairbanks - Morse home appliances in February were 25 per cent greater than for any previous month in the company's history. In commenting on prospects for the balance of the year, W. Paul Jones, general manager of the company's Home Appliance Division, Chicago, said: "Increased production facilities made possible by the occupancy of the new factory at Indianapolis, together with a large number of distributor and dealer appointments in the last few months point to a breaking of all previous Home Appliance Division sales records. There is already abundant evidence that the first quarter will show a large increase."

Sargent & Co., New Haven, Conn., through its president, P. E. Barth, reports sales for 1935 as showing an increase of about 16 per cent above those for the preceding year. Mr. Barth points out that the building industry, on which the company largely depends, was far below normal in 1935, being only one-third of the building done in 1926. He said, however, that building operations are now showing improvement.

Sales of household water conditioning equipment by The Permutit Co., New York City, in January and February were 150 per cent ahead

\* \* \*

# WHOLESALE HARDWARE COLLECTIONS

NEW YORK — The per cent of wholesale hardware charge accounts outstanding Dec. 31, 1935, collected in January, was 44.7 per cent in 1935, and 43.6 per cent in 1936.

RICHMOND—The percentage of Jan. 1, 1936, wholesale hardware receivables collected during the month was 46.1 per cent.

KANSAS CITY—Wholesale hardware outstandings on Jan. 31, 1936, were minus 3.3 per cent as compared with Dec. 31, 1935, and plus 2.3 per cent as compared to Jan. 31, 1935. The amounts collected in January, 1936, were plus 10.0 per cent as compared to January, 1935, and minus 22.6 per cent as compared to December, 1935.

PHILADELPHIA — The ratio of collections to receivables in January, 1936, was 40; in December, 1935, was 39, and in January, 1935, was 39.

CLEVELAND — The Federal Reserve Bank of Cleveland does not collate information on either general wholesale or wholesale hardware collections.

ATLANTA—The collection ratio in wholesale hardware was 41.2 in January, 1936; 41.7 in January, 1935, and 41.7 in December, 1935.

CHICAGO—The per cent of change from January, 1935, in wholesale hardware accounts outstanding was plus 11.7 per cent; collections were plus 25.2 and the ratio of accounts outstanding to net sales was 217.5 per cent.

ST. LOUIS — General collections during January reflected a slowing down in the high record of efficiency which has prevailed during the past eighteen months. Representative interests reported on January collections as follows: fair, 41.3 per cent; good, 45 per cent; excellent, 1.3 per cent, and poor, 12.4 per cent.

SAN FRANCISCO—The percentage of wholesale hardware collections during January to the total amount due from customers (outstanding) on first of month was 46.3 per cent in January, 1936, and 40.1 per cent in January, 1935.

DALLAS—The ratio of wholesale hardware collections during January to accounts and notes outstanding on Dec. 31, 1935, was 44.6 per cent.

of the same months in 1935, according to Oliver P. Harris, manager of domestic sales. As sales for 1935 were nearly double those for 1934, Mr. Harris says this fact makes the 1936 increase all the more significant.

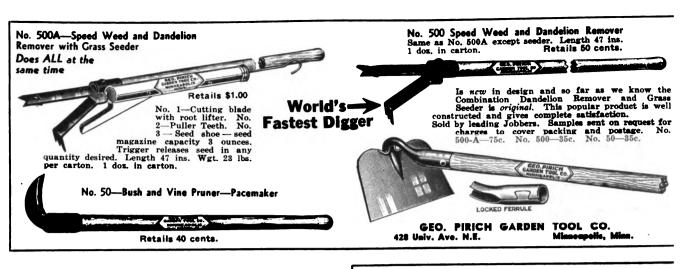
The Chi-Namel Co., Chicago, reports that its January sales were 54 per cent above those for the same month last year, with the company's new merchandising plans for the current year meeting with gratifying dealer acceptance.

February shipments of Johnson Motors by the Johnson Motor Co., Waukegan, Ill., were 123.5 per cent ahead of the same month last year. From the start of the season October 1 to date total domestic shipments reflect an increase of 105 per cent over the corresponding period of last season, according to P. A. Tanner, vice-president, who believes that there is some likelihood of the large volume continuing right through the spring and summer.

Rapid recovery of the paint industry in 1935 is reflected in figures recently released by the United States Census Bureau, which show sales of paint, varnish and lacquer products by 579 establishments at \$334,277,609 for the year against \$276,206,117 for 1934 and \$220,303,893 for 1934.

Warmer weather brought a sharp drop in coal shipments during the March 7 week, and freight car loadings declined to 634,828 cars. This was, however, the largest total in five years for the first week in March. The figures showed a decline of 5.7 per cent from the preceding week, but a rise of 8.1 per cent over a year ago, and 3.4 per cent above 1934. The total loadings since January 1 were 6,123,057 cars, compared with 5,683,789 cars in the relative period of 1935.

Electric power production declined more than seasonably from the preceding week, due also to better weather. However, the total for the country was still the highest on record for the opening March week. The total of 1,893,311,000 kilowatt hours was 9.8 per cent ahead of the same week of 1935. This year the power and light industry has shown a continuous advance over last year's production figures, with the range of

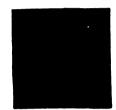




# "EASY-AID" KITCHEN TOOLS Always Sell!

# BEAN-X BEAN SLICER AND STRINGER 59c Retail

Removes the strings and automatically strings and alices beans the best way. A practical 3-in-1 time and labor-saving device.



Write to your jobber or direct to us regarding BEAN-X or any other "Essy-Aid" Kitchen Tools, including Lima Bean and Pea Sheller, Super-Edge Sileing Kaife, Heavy Duty Statuless Stool Kitchen Shears, Heavy Duty Kitchen Needles, Dutchman's Dish Rack, etc.

G. N. COUGHLAN CO., Orange, N. J.

# T

# RUDD'S NEW IMPROVED SCREEN DOOR BRACES

Here is a screen door brace that is a quality item. Strong. Carefully finished. The new point on the ends and adjustable bolts hold it in an absolutely rigid position. Brass Turnbuckle. Cadmium plated to resist weather.

Write for descriptive catalogue

#### CAR PRODUCTS COMPANY

1213 West 3rd Street - - Cleveland, Ohio



COMPLETE

W. R. BROWN CO.

2014 N. Major Ave.

CHICAG

Insure your wire goods saies with a stock of **HINDLEY WIRE GOODS** 

WIRE SPECIALTIES BRIGHT WIRE GOODS

COTTER PINS

EYE BOLTS

HINDLEY

MFG. CO. VALLEY FALLS, R. J.



Steel Forgings, Permanent Magnets. The best magnet hammers on the market. Give long and satisfactory service. The Hammer holds the tack.

ARTHUR R. ROBERTSON Sole Manufacturer

596 Atlantic Ave., Boston, Mass.

# BURDEN

Horse & Mule Shoes

Hand puddled bar iron and iron rivets



**BURDEN IRON COMPANY** TROY, N. Y.

are made possible with the handy household package of Gardiner Repair-All Solder. It retails for 18 eents—a price that meets chain store competition and yet allows you a full margin of profit.

At the same time Gardiner Solder is better solder does neater and cleaner work.

At the same time data interest is better sold.

—does neater and cleaner work.

Packed in attractive tins—10 tins in a counter display box. Your jobber can supply you.



4821 So. Campbell Ave., Chicago, III.

# Good Management

- o is merely the transmission of
- the intentions and purposes
- of the management through
- the staff to the customers

weekly gains running from 9.6 to 12.3 per cent.

Administration officials are gratified at the large increase this season in income-tax collections. Preliminary estimates showed the income-tax yield for the first 16 days of March was \$281,758,032-a 46.4 per cent gain over the comparable period of last year. For 1936 to date income levies have produced 45.6 per cent more than last year. There is hope that these gains may serve to modify other tax programs now under consideration by Congress.

Bank clearings in 22 leading cities, as reported by Dun & Bradstreet, for the week ended March 11, showed a gain of 7 per cent over last year. The total was \$6,015,502,000, a shade under the previous week. Business failures in the same week totaled 222, against 201 in the preceding week, but held below the level of 224 in the corresponding week of last year.

Lumber manufacturers reported a welcome business upturn this month. New business in the March 7 week was the heaviest since January and was 3 per cent larger than the average of the previous weeks of the year. Production stood at 57 per cent of the 1929 weekly production average and shipments were 59 per cent of 1929. Softwood production during the first two months of 1936 was 35 per cent more than for the corresponding months of last year. Shipments were 22 per cent larger and new business 19 per cent higher.

#### Wringer Wash Board



Wringer with self-adjustable, thick rubber rollers, is located at top of the board, which has a large zinc-coated surface; rubber suction cups to prevent slipping. Folds completely away when not in use. Suggested retail selling price, \$1.59. Wood Tex, Inc., 162 Imlay St., Brooklyn, New York City.

#### Gibson Gripper Clips



A patented clip of oil-tempered, nickel plated spring steel that will hold objects that will hold objects securely. Hundreds of uses in homes, factories, offices, stores, and for displays. Retail for 10¢. Packed with attractive display card. Samples on request. Gibson Good Tools, Inc. Orange

# KEY BLANKS

OF ALL KINDS



Catalogue on Request GRAHAM MFG. CO.

Dept. W. Derby, Conn., U. S. A.

## cooks CITY I



The "Gem Junior"

An eye-pleasing streamline clipper with keen, hardened cutting jaws and efficient file and cleaner. Colorful counter card displays one, stores eleven. Retail, 25¢. At jobbers'. Send for catalog price sheet.

The H. C. Cook Co. Ansonia, Conn.



#### Don't Let It Run Away From You.

You'll find many good accounts advertising for sales representatives in the Classified Opportunities Sec-

Many of these side lines may be just what you need to increase your commissions.

If you don't find the kind of line you want, why not adver-tise for it? Many manufacturers look through the Sales Accounts Wanted advertisements before they advertise for salesmen.

Take advantage of the opportunity the Classified Section offers you to keep in touch with the sales positions that are open. Read the classified section of each issue.

#### HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City



# SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS ANTIQUE BRONZE — ALUMINUM

#### HANOVER WIRE CLOTH CO.

HANOVER, PENNSYLVANIA

#### Who invented The "MONKEY WRENCH"?

"Believe-It-or-Not" Ripley says: Charles Moncky. W. F. Schaphorst, M. E., of New-ark, N. J., says: S. Merrick of Springfield, Mass.

While authorities differ over the inventor, millions of wrench users agree and swear by the COES Adjustable Screw Wrench first produced in 1841. Known, sold and recommended wherever tools are used. Seven sizes: 6 to 21 ins., incl.

Ask your Jobber

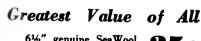
BEMIS & CALL CO.

Springfield

Mass



# ONGES



6½" genuine SeaWool reenforced . . . . .

Sponges retail at 35¢ ea. Box of 10 costs you \$2.10.

Order from your wholesaler. If he cannot supply you write us at nearest office.

SCHROEDER & TREMAYNE, INC. New York San Francisco St. Louis Montreal

#### Repairs Unsightly Chipped Porcelain

When home owners hit and chip when nome owners nit and only porcelain or ename! fixtures— Tilette Liquid Porcelain Glaze will quickly repair them like new. Ideal for Porcelain and Ename! Sinks, Bath Tubs, Enamel Sinks, Bath Lavatories, Refrigerators, Ready for use, waterp Lavatories, etc.
Ready for use, waterproof,
dries quickly with a permanent porcelain gloss. In 1 oz.
jars, packed 12 to attractive
counter display, Quick 25
cent seller. Liberal profit. Ask
your jobber to supply you.
If he cannot, write to us.

TILETTE CEMENT CO., INC. 401 Lafayette St., N. Y. C.

1115 Temple St., Los Angeles, Calif.



# \* \* \* STAR HEEL PLATES



# QUALIT

One reason why Star Heel Plates sell so well and bring such steady TURNOVER is their QUALITY never varies. Your customers know they are made right and wear right. Nine popular sizes to fit all sizes of shoes. Packed 1/4 gross pairs in box. Also three pairs assorted on cards. Sold by Leading Jobbers. Send for Samples and Prices.

STAR HEEL PLATE CO. NEWARK. N. J.



HARDWARE HOUSES Giving Names and Addresses; Capitaliza-

tions; Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS 510.00 a Copy CREDIT DEPARTMENT DIRECT MAIL WORK

HARDWARE AGE VERIFIED LIST 239 W. 39th ST., NEW YORK, N. Y.



# acuum Bottles

The first and only Vacuum Bot-tle to which the word durability

could be justly applied. Quality throughout. Sold only through legitimate independent dealers under a new dealer profit-protecting policy.

Write at once for illustrated circular, prices, discounts and details of profit-protecting policy. ALADDIN INDUSTRIES, Inc.

609 W. Lake St., Chicago, Ill. 721 E. Yamhill, Portland, Ore.

MARCH 26, 1936

WHITH COTTON

eck with Order

# Who Makes It?

information regarding sources of supply as provided readers of Hardware Age by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in Hardware Age "Who Makes It?" section or issue.

WATERBURY, CONN.: Provide names and address of manufacturers who make indoor, ceiling, clothes dryers?—Strauss Hardware Co.

ANSWER: Royal Mfg. Co., 704 E. 141 St., New York City; Majestic Can Corp., 115 S. 5 St., Brooklyn, New York City; M. Singer, 2525 3rd Ave., New York City.

Bronx, N. Y.: Where is the Bersted Mfg. Co., manufacturer of electrical appliances, located?—Ben's Hardware.

ANSWER: Bersted Mfg. Co., Fostoria, Ohio.

IMPERIAL, PA.: Who makes a double barrel hammer shot gun marked, New York Arms Co. No. 306992?—John A. Hamilton Hardware.

ANSWER: H. & D. Folsom Arms Co., 314 Broadway, New York City.

SCHENECTADY, N. Y.: Who makes the Gaynor Line Switch?—David Mahoney Co., Inc.

ANSWER: Gaynor Electric Co., 1468 Stratford Ave., Bridgeport, Conn.

St. Louis, Mo.: Furnish name and address of manufacturer of a Sawhorse assembled with Handy Brackets?—Schroeter Bros.

ANSWER: Morse Mfg. Co., Inc., Syracuse, N. Y.

NEWARK, N. J.: Provide name of manufacturer who makes a Spintite screw driver type socket wrench to fit 10-24 Hex nuts.—H. Goldstein Hardware. ANSWER: Steven, Walden, Inc., Worcester, Mass.

ROSELLE, N. J.: Who makes the round wooden clothes pin that has a wire band around it to keep it from splitting easily?—Roselle Hardware

ANSWER: Berst-Foster Dixfield Co., 420 Lexington Ave., New York City.

Grants Pass, Ore.: Provide names of several manufacturers of miner's hats with attachment for holding lamp.—Rogue River Hardware Co.

ANSWER: Wilkes-Barre Cap Mfg. Co., Wilkes-Barre, Pa.; Penna. Mfg. & Supply Co., Wilkes-Barre, Pa.; Mine Safety Appliance Co., 239 N. Braddock Ave., Pittsburgh, Pa., and E. D. Bullard Co., 275 Eighth St., Los Angeles, Cal.

DICKINSON, N. D.: Please advise where the M & M Co., manufacturer of Bates Sponge Rubber Mop, is located.—Schilla Hardware Co.

\* \* \*

ANSWER: Merchants & Manufacturers Co., 1653 Main St., Springfield, Mass.

BROOKSVILLE, FLA.: Where is The Cronin China Co. located?—The Russell Hardware Co.

ANSWER: Minerva, Ohio.

KENNETT SQUARE, PA., Who makes Kow-Kare?—Square Hardware Co. ANSWER: Dairy Association Co., Lyndonville, Vt.

DUNBARTON, N. C.: Who makes the Martin King cook stove?—B. F. Anderson.

ANSWER: King Stove & Range Co., Sheffield, Ala.

COLUMBUS, OHIO: Provide correct name and address of the F. D. Smith Wire & Iron Co. of Chicago.

—Columbus Hardware Supplies, Inc.

ANSWER: F. P. Smith Wire & Iron Works, Inc., 2342 Clybourn Ave., Chicago, Ill.

OAKLAND, CAL.: Where can Underhill lath hatchets be purchased?

—Maxwell Wholesale Hardware Co.

ANSWER: Kelly Axe & Tool

ANSWER: Kelly Axe & Tool Works of the American Fork & Hoe Co., Charleston, W. Va.

WILLIMANTIC, CONN.: Who makes Minnwax, a wax preparation used for waterproofing external structural crevices, etc.?—The Hurley-Grant Co.

ANSWER: Minnwax Co., 11 W. 42nd St., New York City.

SUMMERSIDE, PRINCE EDWARD IS-LAND: Where can we purchase copper oleate, as used for dyeing or preserving nets and rope?—Brace, MacKay & Co., Ltd.

ANSWER: American Cyanamid & Chemical Corp., Rockefeller Plaza, New York City, and Harshaw Chemical Co., 1933 E. 97th St., Cleveland, Ohio.

Bennington, Vt.: Who makes the Vixen cabinet file, which has a detachable handle?—A. H. Winslow, Inc.

ANSWER: Heller Bros., 880 Mt. Prospect Ave., Newark, N. J.

# SURE-GR



"Sure-Grips" have no raw edges to corrode because they are galvanized after all machining operations are completed. "Sureations are completed. "Sure-Grips" fit tightly—and perfectly —on every hose. Clamps for speand perfectly cial uses made to your own specifications.

> Ask your jobber — or write us direct for price list.

J. R. CLANCY, Inc. Syracuse

GRAFTING WAX

#### TROWBRIDGE **GRAFTING WAX**

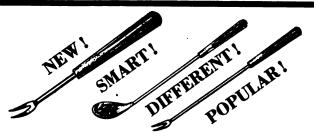
"Best since 1850." The leading Hand or Brush Wax for grafting, budding and trimming of all fruit, ornamental trees, shrubs and vines. Also for painting tree cuts and bruises. New 4, ½ and 1 lb. pkgs., also 5 and 10 lb. containers. Ready, profitable seller.



#### Treekote Emulsion

The new and efficient tree wound dressing, pruning and grafting compound for all types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weather. Economical. 1 pt. to 5 gal. cans. Write for Prices.

Walter E. Clark & Son Conn.



VAUGHAN'S Famous line of new Catalin handle utility items is selling fast now. All metal parts are heavily nickel plated. Each item guaranteed. Red and Green Catalin Handles. Send for Prices and Details on this Complete Line.

VAUGHAN NOVELTY MFG. CO., INC. 11-25 CARROLL AVE. CHICAGO, ILL., U.S.A. 3211-25 CARROLL AVE.

# SILENCE IS GOLDEN



. . . and selling the Silent Yard-Man means golden profits for you. It's the most advanced of all iawn mowers. Write for details of the Silent Yard-Man Demonstrator Plan.

YARD-MAN, INC., JACKSON, MICHIGAN



If you do not honestly think that RAPID cutters are made of finer material and have sharper and better knives than any other slicers on the market, you return your stock of them to us within 30 days of date of purchase, we will gladly re-fund you "Double Your Money Back" on your

Tempered steel knives guaranteed to remain sharp and rust free for 10 years. A fast mover. Gives generous profit. Not sold in chain stores. Tested and endorsed by Good Housekeeping Institute. See your jobber today or write direct.

## AMERICAN TOY FAIR

APRIL 20-MAY 2 **NEW YORK** 

Exhibits at Hotel McAlpin and all Permanent Showrooms

For information write

TOY MANUFACTURERS OF THE U.S. A., Inc.

200 Fifth Avenue, New York, N. Y.



#### Quick Sales Quick Profits

- The size is known by the color
- Shock and vent proof top
   Cadmium Plated Metal Parts prevent corrosion make better contact
- Packed in neat 5-unit carton-10 cartons in attractive display box
- Each fuse bears Underwriters' Label
- A million in a million show when they blow If your Jobber cannot supply vou write us.

TRICO FUSE MFG. CO. MILWAUKEE Dept. H WISCONSIN

# **Amazing Action Display FREE**



with small assertment of the new

**CLOTH - APPLIED** 

Not a polish nor wax, but a fine quality varnish thet's applied with a seleth. Its bakelite centent gives it lenger wearing qualities. Resists alcehel, acid, water, strong soap or hot liquids. Dries in 2 hours with a hard glessy surface. Four sizes: 20c, 35c, 65c and \$1.20.

Order from Your Jobber New! THE SHEFFIELD BRONZE POWDER & STENCIL CO. **2**3000 Woodhill Rd., Clevoland, Ohio

# CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers. Jobbers' Salesmen. Retailers and Retail Salesmen

#### CLASSIFIED ADVERTISING RATES

#### **Positions Wanted Advertisements**

at special rate of one cent a word, minimum 50 cents per insertion.

# All Other Classifications

Set Solid, M	aximum o	f 50 wo	rds	. \$3.00
Each add	litional w	ord		06
All Capitals.	, Maximur	n of 50	words.	. 4.00
Each add	itional wo	rd		06
Allow Ser	en Words	for Ke	yed Add	lress

#### **Boxed Display Rates**

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#### Discounts for Consecutive Insertion 4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts do not apply on Positions Wanted Advertise-

#### ments

#### REMITTANCE MUST ACCOMPANY ORDER Send check or money order, not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 13 days previous to date of publication.

#### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

— e — Address your correspondence and repties to HARDWARE AGE

Classified Opportunities Dept. 239 West 39th St., New York City

#### SALES REPRESENTATIVES WANTED

WANTED—SALES REPRESENTATIVES NOW CALLING on the retail hardware trade in the states of New York, Pennsylvania, Indiana and Wisconsin to represent a reliable manufacturer of hickory tool handles. Address Box F, Puxico, Mo.

A WELL-KNOWN MANUFACTURER WITH an attractive line of modern kitchenware wants an active, experienced salesman for northern Ohio and northern Indiana. References. Address Box B-990, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED—HARDWARE SIDELINE SALESMAN—EXPERIENCED and well acquainted in department stores, retail, hardware and garden supply bouses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN NOW CALLING ON MILLS and factories to represent reliable manufacturer of bass fibre brooms on a commission basis. Give experience and state territory covered. Address Box C-44, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minnesota.

HIGH-GRADE SALESMEN WANTED.
START a business of your own. Become State
distributor for our low-cost, bench-type, lawnmower grinder; first of its kind. Sells to hardware stores, golf clubs, key shops, cities, private
estates, cemeteries, etc. Write for details. Address The Savage Company, Greenville, Tenn.

TEN ITEMS (PAT.) FOR THE hardware-house furnishing jobbers. Successfully merchandised in the East for four years. West of Mississippi is virgin territory. Outstanding quality and lowest prices assure volume. Write for details and circulars. Address Safety Cedar Products, subsidiary of Storage Chest & Closets Corp., 1265 Broadway, N. Y. City.

NATIONALLY KNOWN MANUFACTURER OF FAST-SELLING household gadgets is looking for side-line salesmen calling regularly on department, hardware, grocery and furniture stores. Exclusive territory—permanent connection—exceptional earnings—commission basis—credit for repeat orders. Address Hygenic Products Corp., Dept. HA, 193 Middle St., Portland, Maine.

WELL-KNOWN, ESTABLISHED MANU-FACTURER GALVANIZED ware specialties is looking for sales representatives acquainted with hardware, mill, janitor and hotel supply trade in Illinois, eastern Iowa, St. Louis and Wisconsin territory. Aggressive and hard worker. Commission basis. Close cooperation. Write fully own handwriting—experience, age, lines now handled, territory covered, references. Confidential. Address Box. C-25, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### SALES REPRESENTATIVES WANTED

SALESMEN WANTED FOR ALL TERRITORIES in United States to sell hardware and electrical jobbers for well-known New York manufacturer of popular-priced electrical lighting fixtures. Product is of a type which is particularly suited for the hardware trade. Reply, giving experience. Address Box C-35 care of Hardware Age, 239 W. 39th St., N. Y. City.

SALESMEN — REPRESENTATIVE NEW YORK WHOLESALE hardware, housefurnishing and electrical goods house requires the services of several men for Metropolitan area, Long Island, Westchester, Jersey. Must be thoroughly experienced. Only those with following need apply. State with whom employed last five years. Confidential. Commission basis only. Address Box B-996, care of Hardware Age, 239 W. 39th St., N. Y. City.

St., N. Y. City.

MANUFACTURERS' REPRESENTATIVES
—OPPORTUNITY TO ADD one of leading nationally advertised and complete lines of popular bench woodworking machinery, selling to leading retail hardware, mill supply and machinery trade. Line well established—you can check on that Illinois, Iowa, Tennessee, Florida, Dakotas, still open. Write fully first letter. Address Box Oc.29, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN TO REPRESENT OLD WELL

SALESMEN TO REPRESENT OLD WELL-ESTABLISHED concern in following States: Minnesota, Wisconsin, Maine, New Hampshire, Vermont, Connecticut, Rhode Island, Massachusetts and Pennsylvania. Splendid opportunity for live-wires to sell high-grade line of saws to hardware jobbers and to retail hardware stores through hardware jobbers. State references, line now carried, class of trade covered and how often. Address Box C-32, care of Hardware AGE, 239 W. 39th St.. N. Y. City.

MANUFACTURING COMPANY, WHOSE PRODUCT HAS been sold nationally for more than fifty years continuously, would be interested in hearing from manufacturers' agents covering wholesale and retail distributors of general hardware in the Middle West, Pennsylvania, New York and Connecticut. In replying, please give information which will be of definite value in gauging the kind of representation your firm would be prepared to furnish. Address Box C-37, care of Hardware AGE, 239 W. 39th St., N. Y. City.

STATE REPRESENTATIVES WANTED—STRENDED CONTENTS OF TREE PROPERTY WINTER CONTENTS OF THE PROPERTY WINTER CONTENTS OF

of Hardware Age, 239 W. 39th St., N. Y. City.

STATE REPRESENTATIVES WANTED—
SPLENDID OPPORTUNITY for one desiring to develop a future income by carrying sideline of mop heads. Preference given those now carrying kindred lines and calling on the following: Hardware, housefurnishing, grocery, paper and twine jobbers, hotel and janitors' suppliers, department, chain and general stores. Commission basis. State exact territory you cover, your lines, and how long covering that trade. Address Box C-27, care of Hardware Age, 239 W. 39th St., N. Y. City.

MANUFACTURER OF HIGH-GRADE LINE, moderately priced ironing tables, step ladders

MANUFACTURER OF HIGH-GRADE LINE, moderately priced ironing tables, step ladders and various other wooden specialties, desires experienced salesmen on commission basis, who call on hardware, furniture, variety and department store trade regularly every four to six weeks. Men for each of the following states: Illinois, Iowa, Wisconsin, Missouri, Indiana, Michigan, Nebraska, Ohio and West Virginia. Full protection repeat business, Reply, giving full details of yourself, other lines carried and territory covered regularly. Address Box C-18, care of Hardware Age, 239 W. 39th St., N. Y. City.

#### Business Opportunities

#### An Established Factory Since 1850,

fully equipped and adapted for work in metal or cellulose materials, desires new articles or companiest parts of products to manufacture. With a Sales Organization covering the U. S. we are also interested in marketing new or old articles of merit. Write giving details.

HAMPDEN MFG. CO., IN 17-A Warren St., N. Y. City INC.

#### FOR SALE WHOLESALE AND RETAIL Hardware Business

Long and successful operation. Good central territory. Clean complete stock. Reason for offering: death of executive. Worth investigation. Inventory \$55,000. Address MAC HARDWARE COMPANY, Inc. Fort Plain, N. Y.

FOR SALE—RETAIL HARDWARE STORE at Center Moriches, Long Island, New York. Inventory of stock \$10,000, all clean, modern equipment, will sell for \$10,000. Inspection invited. Address George Herrmann, Jr., Center Moriches, Long Island, N. Y.

ESTABLISHING WAREHOUSE IN AT-LANTA, GEORGIA, by manufacturing agent, se manufacturer may obtain better distribution by immediate delivery to jobbers and dealers. In-vites correspondence from non-conflicting repu-table manufacturers of hardware, electrical, paint and specialties desiring warehouse space with or without representation. Address Box C-36, care of Hardware Age, 239 W. 39th St., N. Y. City.

WE HAVE A LARGE FINE hardware and housefurnishing store in a good town and need \$5,000 to promote it in a way that it really deserves. Location has been established for 35 years in this line and after 18 months we are convinced a lot more business can be done with more money, stock, and advertising. Address Box C-34, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### SALES ACCOUNTS WANTED

WELL-ESTABLISHED MANUFACTURER'S REPRESENTATIVE CAN do justice to one REPRESENTATIVE CAN do justice to one more good line for hardware jobbing and chain store syndicate trade in the Metropolitan District of New York. Address Box C-38, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALES ORGANIZATION WANTS LINES EXCLUSIVE for the States of Alabama, Georgia, North Carolina and Florida. Trade covered—wholesale and retail hardware, drug, chain and department stores. Lines accepted must be worthy of real sales effort and pay small retainer and expenses with a bonus for volume. We have the ability to give you proper results. Address Taylor's Sales Service, Box 744, Lakeland, Fla.

ESTABLISHED SALES ORGANIZATION, CONTACTING WHOLESALE DISTRIBUTING MARKET AS WELL AS INDUSTRIAL AND MAINTENANCE ORGANIZATIONS FOR OVER 25 YEARS, CAN EFFECTIVELY TAKE CARE OF MARKETING MERITORIOUS PRODUCTS IN THE NEW YORK METROPOLITAN TERRITORY. CORRESPONDENCE INVITED FROM RESPONSIBLE OUT OF TOWN MANUFACTURERS WHO ARE NOT GETTING ADEQUATE DISTRIBUTION IN THIS FIELD. ADDRESS BOX C-28, CARE OF HARDWARE AGE, 239 W. 39TH STREET, N. Y. CITY.

#### POSITIONS WANTED

YOUNG MAN, 23, SINGLE, THOROUGHLY EXPERIENCED hardware clerk—competent salesman, knowledge locksmithing and general repairs. Will travel. Address Isidore Polonsky, 364 South First St., Brooklyn, N. Y.

SITUATION WANTED BY YOUNG MAN, experienced in builders' hardware business, knowledge of taking off plans, detailing and estimating. Some sales ability. Address Box C-20, care of MARDWARE AGE, 239 W. 39th St., N. Y. City.

COMPETENT RADIO SERVICE MAN. WITH some past experience as hardware clerk, desires a more advantageous position anywhere in U. S. Have complete servicing equipment and can furnish good references. Address W9RZG, Verona, North Dakota.

HARDWARE MAN, EXPERIENCED IN THE FOLLOWING LINES: Mill, factory, contractors', builders' hardware and cabinet makers' supplies; transmission, paints, oils, varnishes, brushes, sporting goods, mechanics' tools, etc. Address Box C-26, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

YOUNG MAN, 28 YEARS OF AGE, 10 years' experience as manager and buyer of large hardware housefurnishings store in Bronx—desires position with similar line in Metropolitan Area. Salary secondary to advancement. Address Box C-40, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

YOUNG MAN, 29, SUPERVISOR AND merchandise checker; complete line of hardware and housefurnishings; thoroughly familiar with modern receiving room methods; formerly with large New York department store, desires similar position. Address Box C-24, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

TO THE HARDWARE MAN WHO can use my services—41 years of age, 20 years of general experience in hardware, tools, paints, cutlery, plumbing, electrical and housefurnishings, selling or buying, in an up-to-date retail establishment, ready to start anywhere. Address Box C-39, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

THOROUGHLY EXPERIENCED RETAIL HARDWARE MAN desires position. Capable of managing store, excellent salesman, expert in display and store arrangement. Fifteen years' experience in the retailing and buying of general hardware, paints, housefurnishings, etc. For further details, address Chas. L. Harder, 306 60th St., Kenosha, Wis.

#### POSITIONS WANTED

EXPERIENCED MAN IN RETAIL HARD-WARE and housefurnishing business desires permanent connection with progressive jobber of similar line in Metropoltan area. Thorough knowledge of line based on ten years of experience. Either salary or commission. Address Box C-41, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN, 11 YEARS' EXPERIENCE SELLING TO the wholesale hardware trade in Kentucky, Tennessee, West Virginia, Virginia, Carolinas and Georgia, seeks exclusive connection with reliable manufacturer. Single, can make headquarters anywhere in territory. Salary or drawing account. Address Box No. 7585-A, care of HARDWARE AGE, 802 Otis Bldg., Chicago, Ill.

YOUNG LADY, 15 YEARS' EXPERIENCE as price clerk with wholesale hardware, housefurnishings and electrical jobber in charge of billing department, issuing credits, comptometer operator—desires position of similar capacity with New York City firm where my ability can be utilized. Good education, honest, dependable. Address Box C-43, care of Hardware Age, 239 W. 39th St., N. Y. City.

BOOKKEEPER, ACCOUNTANT, OFFICE AND CREDIT manager; systematizer, correspondent; 10 years' experience in hardware, plumbing, and real estate supplies; accustomed and capable to handle any volume of business; highest credentials; residence conveniently situated to reach any locality in New York City, or suburbs. Address Box C-19, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURERS' AGENT, 31, WITH FOLLOWING in Western Pennsylvania, Ohio territory, would like to carry fast-selling item to hardware, electrical, radio, furniture and department trade on commission and overage basis. Past experience in electrical item, radio midgets, food mixers, fans, lamps, skates, etc. Address C-4, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN 10 YEARS' EXPERIENCE SELLING factory equipment to industrial plants in Buffalo and western New York for nationally known tool manufacturer. Branch manager years. Past two years sold hardware jobbers in New York, Pennsylvania, West Virginia, Ohio, Michigan, and Indiana. Single. Excellent record and references. Address Box C-11. care of Hardware Age, 239 W. 39th St., N. Y. City.

CAPABLE AND CONSCIENTIOUS HARD-WARE MAN needs work. Experience covers cutlery buyer and department manager for large New England jobber; also fifteen years covering New England States for nationally-known hardware manufacturers. Would like job in sales department of manufacturer or jobber or New England sales representative. Address Box B-991, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### POSITIONS WANTED

SALESMAN, TWENTY YEARS' EXPERIENCE SELLING hardware and sporting goods, nine years' retail, 11 years' traveling Eastern territory, two years for Arms Company, wants permanent connection Southern California, inside or travel. Accustomed to responsibilities, knows hardware. Age 38. Married. Best references. Correspondence invued. Address Box C-31, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE MAN, FORTY-THREE YEARS of age, thoroughly experienced in retail and wholesale hardware, paints, sporting goods and kindred lines, both inside and outside, desires a position with responsible retail firm. Capable of buying, bookkeeping and store management. Salary secondary. Free to go anywhere. Middle West or South preferred. Address Box C-30, care of Hardware Age, 239 W. 39th St., N. Y. City.

YOUNG MARRIED MAN DESIRES CONNECTION with reputable manufacturer. Ten years' contact with wholesale hardware and sporting goods jobbers in the following territories—New York, Ohio, Indiana, Kentucky, Missouri, Iowa, Illinois, Michigan, and Wisconsin. Age 36, excellent references. Present headquarters in New York City. Can be changed if desired. Address Box C-12, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALES PROMOTION—SPORTING GOODS'
DEPARTMENT manager—foreign sales supervision. Age 30. Unmarried. Experienced in hardware jobbing. Thoroughly versed in mill and factory supplies, air conditioning, guns, fishing tackle. Am also familiar with general hardware lines. We request that all firearms' manufacturers who are in need of additional experienced men for designing or sales promotion to allow us to prove our ability through correspondence. Address Box C-33, care of Hardware Age, 239 W. 39th St., N. Y. City.

YOUNG MAN, 26 YEARS OF AGE, desires employment with hardware retail store located in Northwest, with opportunity for permanent connection. Have one year's experience as manger of chain retail store. At present employed as department head of hardware, radios, washers, refrigerators, and paint in large mail order house retail store in southern Minnesota town. Have college education. Ambitious to make good if given opportunity. Can furnish the best of references. An interview with prospective employer desired. Address Box C-42, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

#### Hardwaro Personnol

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

NO CHARGE TO EMPLOYERS FOR THIS SERVICE

If we can be of any help to you, just phone ASSOCIATED PLACEMENT BUREAU

152 West 42nd Street New York City

WIS. 7-1862, 1885

# The Story of the "WANT AD"

A Business paper's value as a vehicle for "Want Ads" depends upon how widely and classified advertiser in placing his advertisement in HARDWARE AGE offers spontaneous evidence of his conviction that this paper is most widely and thoroughly read in the hardware trade.

Year after year HARDWARE AGE has led its field in the volume of classified as well as display advertising published. Its classified columns have proven a valuable aid in bringing together buyer and seller, employer and employee. Those who contact the hardware trade most closely know, from observation and experience, that HARDWARE AGE is most widely and thoroughly read by live hardware men.

· · · HARDWARE AGE · · ·

## INDEX TO ADVERTISERS

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## HYGRADE BALCONY DRYER

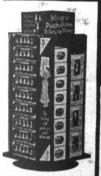
Simplest and strongest Balcony Dryer on the market. Easily adjusted. Made from clear Eastern Spruce with steel frame and galvanized reel castings. Entire dryer attractively enameted. Long arms Yellow—short arms Red—crane a rich Green. Withstands severe weather. No. 5 with 4 lines, 75 ft. of good cotton rope. No. 6 with 5 lines, 100 ft. cotton rope. Profitable sellers.

THE MOULTON LADDER MFG. CO.
Somerville

Mass.

New York Distributor: H. Kornahrens, Inc.

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## and its FREE!

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Our new Revolving Display Cabinet given absolutely free with 72 window front packets...occupies only 6½ square inches of counter space...makes sale after sale. Get one from your jobber today... then watch the extra dimes build your daily volume.

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& FLOORS-CREATE QUIET

Look for words DOMES & SILENCE

LOOK FOR WORDS FOR THE

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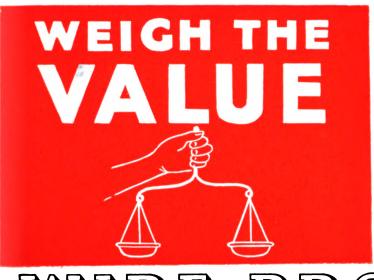


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# STERLING Dualized

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Users of Wire Products know they can depend upon Sterling . . . they know every Sterling Product represents sound value in actual dollars and economy over a long period of years.



# Sure III buy fencing this year!

# PREPARE FOR THIS TREMENDOUS BUYING ACTIVITY

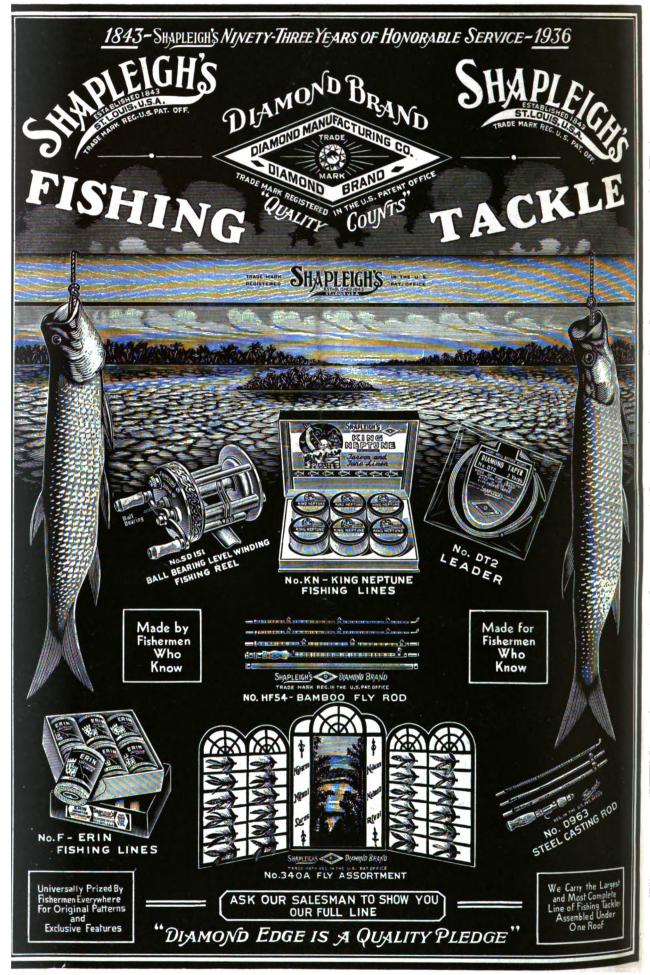
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